No. 481

Office-Supreme Court, U.S.
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JOHN F. DAVIS, CLERK

IN THE

United States Court of Appeals

FOR THE THIRD CIRCUIT.

No. 13756.

VIKING THEATRE CORPORATION,
Appellant,
v.
PARAMOUNT FILM DISTRIBUTING CORPORATION, et al.

Appeal From the Judgment of the United States District Court for the Eastern District of Pennsylvania.

JOINT APPENDIX.

Volume VI (Pages 2355a to 2504a).

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PARAMOUNT SPLIT — FIRST RUN PHILA.

OURS	GOLDMAN
LITTLE BOY LOST - GOLDMAN	ROMAN HOLIDAY - RANDOLPH
THE CADDIE - MASTBAUM	WAR OF THE WORLDS - GOLDMAN
FLIGHT TO TANGIER - GOLDMAN	THOSE REDHEADS FROM SEATTLE
BOTANY BAY - MASTBAUM	HERE COME THE GIRLS
CEASE FIRE - STANLEY	MONEY FROM HOME
FOREVER FEMALE - MASTBAUM	
ALASKAN SEAS - STANLEY	JIVARO - MIDTOWN
ELEPHANT WALK - STANLEY	RED GARTERS - RANDOLPH
THE NAKED JUNGLE - STANLEY	KNOCK ON WOOD - MIDTOWN
CASANOVA'S BIG NIGHT - STANLEY	- - - - - - -
February - 1954	
March - 1954	
- - - - - - - - - -	TREASURE OF THE INCAS - MIDTOWN
July - 1954	
LIVING IT UP - STANLEY	ABOUT MRS. LESLIE - Sold to TRANS-LUX
SABRINA - Sold to TRANS-LUX	REAR WINDOW - Sold to RANDOLPH
OCTOBER - 1954	
BRIDGE OF TOKO-RI - RANDOLPH	3 RING CIRCUS - RANDOLPH
January, 1955	
THE COUNTRY GIRL - MIDTOWN	ULYSSES - RANDOLPH
CONQUEST OF SPACE - MASTBAUM	MAMBO - GOLDMAN
STRATEGIC AIR COMMAND - STANLEY	~~RUN FOR COVER~~ WHITE CHRISTMAS - RANDOLPH
RUN FOR COVER - MASTBAUM	HELL'S ISLAND - MASTBAUM

PARAMOUNT SPLIT — FIRST RUN PHILADELPHIA

CURS		GOLDMAN
THE FAR HORIZONS - STANLEY	April 27, 1955	THE SEVEN LITTLE FOYS - MIDTOWN
YOU'RE NEVER TOO YOUNG - STANLEY		WE'RE NO ANGELS - SOLD TO PARAMOUNT
"ROSE TATOO" - SOLD TO TRANS-LUX	July 8, 1955	"TO CATCH A THIEF" - SOLD TO TRANS-LUX
"COURT JESTER" SOLD TO MIDTOWN		"TROUBLE WITH HARRY" - SOLD TO TRANS-LUX
"GIRL RUSH" - STANLEY		"LUCY GALLANT" - SOLD TO VIKING
		"Artists & Models" - GOLDMAN
		"DESPERATE HOURS" - PLAYED MIDTOWN WITHOUT BEING SPLIT

PARAMOUNT SPLIT - 1ST RUN PHILADELPHIA

OURS	GOLDMAN'S
6/22/56	
Vagabond King (Stanley)	Pardners (Goldman)
8/7/56 Goldman's Set-up - our choice	
Search for Bridey Murphy(Stanton)	The Mountain (Goldman)
11/12/56 Our Set-up - Goldman's choice	
Rainmaker (Arcadia)	Hollywood or Bust (Goldman)
Fear Strikes Out (Stanton)	3 Voilent People (Viking)
1/24/57 Goldman's Set-up - our choice	
Gunfight at O.K. Corral (Viking)	Funny Face (Viking)
Lonely Man	Buster Keaton Story (Goldman)
3/14/57 Our Set-up - Goldman's choice	
Delicate Delinquent (Stanley)	Beau James (Randolph)
Matchmaker —	Joke is Wild —
6/28/57 Goldman's set-up - our choice	
Sad Sack	Loving you
Tin Star	Short Cut to Hell
Omar Khayyam	Devil's Hairpin
10/22/57 S-W Set-Up, W-G Choice	
Zero Hour	Hear Me Good
Stowaway Girl	Mr. Rock & Roll
Desire Under the Elms	Wild is the Wind
Spanish Affair	High Hell (No first-run)

WARNER BROTHERS SPLIT - 1ST RUN PHILA.

OURS	GOLDMAN SET-UP, OUR CHOICE (8/11/53)	GOLDMAN
ISLAND IN THE SKY PLUNDER OF THE SUN		THE MOONLIGHTER THE DIAMOND QUEEN

OUR SET-UP, GOLDMAN'S CHOICE

(9/1/53)

THE EDDIE CANTOR STORY HONDO (Goldman)	A LION IS IN THE STREETS BLOWING WILD

GOLDMAN SET-UP, OUR CHOICE

(10/12/53)

SO BIG	CALAMITY JANE

OUR SET-UP, GOLDMAN'S CHOICE

(11/19/53)

3 SAILORS & A GIRL BOY FROM OKLAHOMA	HIS MAJESTY O'KEEFE THUNDER OVER THE PLAINS

GOLDMAN SET-UP, OUR CHOICE

(12/22/53)

THE COMMAND	LUCKY ME

OUR SET-UP, GOLDMAN'S CHOICE

(2/23/54)

PHANTOM OF THE RUE MORGUE (CRIME WAVE) Double (DUFFY OF SAN QUENTIN) Feature	THEM RIDING SHOTGUN

OUR SET-UP, GOLDMAN'S CHOICE

(3/17/54)

RING OF FEAR	DIAL "M" FOR MURDER

GOLDMAN SET-UP, OUR CHOICE

(5/14/54)

THE HIGH & THE MIGHTY	DUEL IN THE JUNGLE

OUR SETUP - GOLDMAN'S CHOICE

(6/24/54)

KING RICHARD & CRUSADERS	DRAGNET

WARNER BROTHERS SPLIT - 1ST RUN PHILA.

OURS	Aug., '54	GOLDMAN
BOUNTY HUNTERS		

9/29/54
(OUR SET-UP, GOLDMAN'S CHOICE)

DRUMBEAT	TRACK OF THE CAT
YOUNG AT HEART	BATTLE CRY

10/26/54

(GOLDMAN'S SETUP-OUR CHOICE)

SILVER CHALICE	EAST OF EDEN
JUMP INTO HELL	RIVER CHANGES

(OUR SET-UP, GOLDMAN'S CHOICE)
5/5/55

LAND OF PHARAOHS - MASTBAUM	THE SEA CHASE
MR. ROBERTS - MASTBAUM	PETE KELLY'S BLUES - GOLDMAN
TALL MAN RIDING	DAMBUSTER

July 8, 1955

OURS	GOLDMAN
"BLOOD ALLEY" - STANLEY	"McCONNELL STORY" - RANDOLPH
"RIVER CHANGES"	"ILLEGAL" - GOLDMAN
"MIRACLE IN THE RAIN" - MASTBAUM	"REBEL WITHOUT A CAUSE" - GOLDMAN
"ANIMAL WORLD"	"SINCERELY YOURS" MASTBAUM

November 25, 1955

OURS	GOLDMAN
"COURT MARTIAL OF BILLY MITCHELL" - STANLEY	"HELL ON FRISCO BAY"
"HELEN OF TROY" - MASTBAUM	"OUR MISS BROOKS" - MASTBAUM
"LONE RANGER" - Coldman	"SERENADE" - GOLDMAN

April 24, 1956

OURS	GOLDMAN
Moby Dick - Stanley	Santiago
	Searchers

WARNER BROS. SPLIT - 1ST RUN PHILADELPHIA

OURS	GOLDMAN'S
7/5/56	
Bad Seed (Mastbaum)	Baby Doll (Viking)
The Burning Hills (Stanton)	A Cry in the Night (Goldman)
Satellite in the Sky (Mastbaum)	7 Men from Now (Stanton)
9/11/56 Goldman's Set-up - our choice	
Giant (Mastbaum)	Toward the Unknown (Goldman)
Paris Does Strange Things(Goldman)	Wrong Man (Goldman)
1/16/57 Our set-up - Goldman's choice	
Big Land (Mastbaum)	Top Secret Affair (Viking)
Face in the Crowd (Stanley)	Girl Left Behind (Stanley)
(Untamed Youth (Stanton)	Shoot Out at Medicine Bend
(Deep Adventure	
GIRL LEFT BEHIND interchanged with PARIS DOES STRANGE THINGS	
3/1/57 Goldman's set-up - our choice	
Spirit of St. Louis (Stanley)	Prince & Show Girl (Randolph)
5/22/57 Our set-up, Goldman's choice	
Story of Mankind	Band of Angels
No Sleep Till Dawn	The D. I.
Black Scorpion	(Curse of Frankenstein
	(X - the Unknown
7/24/57 Goldman's set-up - our choice	
Pajama Game	Helen Morgan Story
Jamboree	James Dean Story
(Black Patch	Blonde and Dangerous (Green-Eyed Blonde)
(Gaby Trouble	

COLUMBIA SPLIT - 1ST RUN PHILADELPHIA

OUR SET-UP, GOLDMAN'S CHOICE (12/11/53)

OURS		GOLDMAN
THE PARATROOPER		MISS SADIE THOMPSON
IT SHOULD HAPPEN TO YOU		BAD FOR EACH OTHER
THE NEBRASKAN)		GUN FURY
EL ALAMEIN)	2 combinations	DRUMS OF TAHITI
JESSE JAMES VS. DALTON)	out of	
CHARGE OF THE LANCERS)	5	
THE WILD ONE)	pictures	

1/2/54

ON THE WATERFRONT	INDISCRETION OF AN AMERICAN WIFE
HELL BELOW ZERO	THE MAD MAGICIAN
BATTLE OF ROGUE RIVER)	THE MIAMI STORY
MASSACRE CANYON)	
IRON GLOVE)	
DRIVE A CROOKED ROAD)	

July, 1954

BAIT	HUMAN DESIRE
LAW VS. BILLY THE KID	A BULLET IS WAITING
OUTLAW STALLION	
PUSHOVER	

OCTOBER 1954

3 HOURS TO KILL	PHFFFT
FIRE OVER AFRICA	BLACK KNIGHT
BLACK DAKOTAS	THEY RODE WEST

January, 1955

LONG GRAY LINE	THREE FOR THE SHOW
MASTERSON OF KANSAS	THE VIOLENT MEN
[redacted]	
WOMAN'S PRISON	
BAMBOO PRISON	
PIRATES OF TRIPOLI	

COLUMBIA SPLIT - 1ST RUN PHILADELPHIA

OURS	3/30/56	GOLDMAN
Jubal - STANTON		Autumn Leaves
Cockleshell Heroes - STANLEY		Safari

METRO SPLIT - FIRST RUN PHILADELPHIA

OUR SET-UP, THEIR CHOICE 9/4/51

OURS	OPPOSITION
TEXAS CARNIVAL	AN AMERICAN IN PARIS
ACROSS THE WIDE MISSOURI	THE PEOPLE AGAINST O'HARA
TOO YOUNG TO KISS	WESTWARD THE WOMEN
ANGELS IN THE OUTFIELD	THE MAN WITH THE CLOAK
MR. IMPERIUM	THE STRIP
RANNERLINE	THE RED BADGE OF COURAGE

THEIR SET-UP, OUR CHOICE 11/23/51

OURS	OPPOSITION
PANDORA & THE FLYING DUTCHMAN	CALLAWAY WENT THATAWAY
UNKNOWN MAN	BIG COUNTRY
CALLING BULLDOG DRUMMOND	LIGHT TOUCH

OUR SET-UP, THEIR CHOICE 1/9/52

OURS	OPPOSITION
BELLE OF NEW YORK	LONE STAR
WILD NORTH	SINGIN IN THE RAIN
JUST THIS ONCE	LOVE IS BETTER THAN EVER
INVITATION	WHEN IN ROME
SHADOW IN THE SKY	SELL OUT

METRO SPLIT - FIRST RUN PHILADELPHIA

THEIR SET-UP, OUR CHOICE — 4/1/52

OURS	GOLDMAN
SCARAMOUCHE	LOVELY TO LOOK AT
CARBINE WILLIAMS	SKIRTS AHOY
YOUNG MAN WITH IDEAS	GIRL IN WHITE
WASHINGTON STORY	GLORY ALLEY
HOLIDAY FOR SINNERS	HOUR OF THIRTEEN

OUR SET-UP, THEIR CHOICE — 7/8/52

MERRY WIDOW	BECAUSE YOU'RE MINE
DEVIL MAKES THREE	FEARLESS FAGAN
MY MAN AND I	YOU FOR ME
EVERYTHING I HAVE IS YOURS	SKY FULL OF MOON

THEIR SET-UP, OUR CHOICE — 10/20/52

PLYMOUTH ADVENTURE	PRISONER OF ZENDA
APACHE WAR SMOKE	

OUR SET-UP, THEIR CHOICE — 12/1/52

THE BAD & THE BEAUTIFUL	MILLION DOLLAR MERMAID
ABOVE & BEYOND	THE NAKED SPUR
SOMBRERO	DESPERATE SEARCH
JEOPARDY	THE CLOWN

THEIR SET-UP, OUR CHOICE — 2/12/53

NEVER LET ME GO	BATTLE CIRCUS
I LOVE MELVIN	SMALL TOWN GIRL
ROGUE'S MARCH	CONFIDENTIALLY CONNIE
	SEE HOW THEY RUN

OUR SET-UP, THEIR CHOICE — 3/12/53

ARENA (3-D)	DREAM WIFE
LILI	STORY OF THREE LOVES
FAST COMPANY	GIRL WHO HAD EVERYTHING
CODE TWO	CRY OF THE HUNTED

METRO SPLIT - FIRST RUN PHILADELPHIA

THEIR SET-UP, OUR CHOICE 5/12/53

OURS	GOLDMAN
DANGEROUS WHEN WET	YOUNG BESS
REMAINS TO BE SEEN	SCANDAL AT SCOURIE
AFFAIRS OF DOBIE GILLIS	SLIGHT CASE OF LARCENY
THE BIG LEAGUER	MAIN STREET TO BROADWAY

OUR SET-UP, THEIR CHOICE 5/18/53

LATIN LOVERS	JULIUS CAESAR
RIDE, VAQUERO	BAND WAGON

THEIR SET-UP, OUR CHOICE 9/23/53

MOGAMBO	TORCH SONG
FORT BRAVO	TAKE THE HIGH GROUND

OURSET-UP, THEIR CHOICE 11/4/53

ALL THE BROTHERS WERE VALIANT	KISS ME KATE

THEIR SET-UP, OUR CHOICE 11/27/53

EASY TO LOVE	SAADIA
GREAT DIAMOND ROBBERY	GIVE A GIRL A BREAK

OUR SET-UP, THEIR CHOICE 1/15/54

TENNESSEE CHAMP	RHAPSODY
FLAME & FLESH	LONG, LONG TRAILER

THEIR SET-UP, OUR CHOICE 3/18/54

BRIDE FOR SEVEN BROTHERS	EXECUTIVE SUITE
~~PANTHER SQUADRON~~ (Now entitled)	STUDENT PRINCE
MEN OF THE FIGHTING LADY	

OUR SET-UP, THEIR CHOICE 6/18/54

BRIGADOON	GONE WITH THE WIND
HER TWELVE MEN	VALLEY OF THE KINGS

METRO SPLIT - FIRST RUN PHILADELPHIA

OURS — GOLDMAN

OUR SET-UP, THEIR CHOICE

ATHENA
CREST OF THE WAVE
DEEP IN MY HEART → SWITCH ← LAST TIME I SAW PARIS

12/2/54

THEIR SET-UP, OUR CHOICE

BAD DAY AT BLACK ROCK Mastbaum
MANY RIVERS TO CROSS Goldman
HIT THE DECK
BOULEVARD IN PARIS - Benvideo

GREEN FIRE - World
JUPITER'S DARLING Arcadia
INTERRUPTED MELODY
THE GLASS SLIPPER

OUR SET-UP, THEIR CHOICE

5/18/55

COBWEB
MOONFLEET
SCARLET COAT

LOVE ME OR LEAVE ME
KING'S THIEF
THE MARAUDERS

GOLDMAN SET-UP, OUR CHOICE

8/19/55

TRIAL - ARCADIA
SVENGALI - WORLD

IT'S ALWAYS FAIR WEATHER - Arcadia
[illegible] BAR SINISTER - [illegible]

10/4/55

OUR SET-UP, THEIR CHOICE

TENDER TRAP - STANLEY
QUENTIN DURWARD - STANLEY

I'LL CRY TOMORROW - ARCADIA
KISMET - MIDTOWN

12/21/55

GOLDMAN SET-UP, OUR CHOICE

RANSOM - STANLEY
FOREVER DARLING ← GOLDMAN
FORBIDDEN PLANET - MASTBAUM

SWITCH AGREED TO 4/12/55 →

DIANE - MIDTOWN
MEET ME IN LAS VEGAS - STANTON
LAST HUNT - GOLDMAN

(Page 5)

METRO SPLIT - FIRST RUN PHILADELPHIA

5/7/56

OURS	OUR SET-UP, GOLDMAN CHOICE	GOLDMAN
Somebody Up There Likes Me		Bhowani Junction
Rack		Lust for Life
Catered Affair		Fastest Gun Alive

METRO SPLIT - 1ST RUN PHILADELPHIA

OURS	GOLDMAN'S
7/24/56	
Goldman's set-up - our choice	
Wilder Years (Mastbaum)	Tea and Sympathy (Randolph)
Julie (Stanton)	
Opposite Sex (Arcadia)	
10/31/56	
Our set-up - Goldman's choice	
Teahouse of the August Moon(Arcadia)	Iron Petticoat (Goldman)
Great American Pastime (Viking)	Edge of City (Fox)
1/9/57	
Goldman's set-up - our choice	
Wings of Eagles (Stanley)	Slander (Stanley)
Hot Summer Night (Stanton)	Barretts of Wimpole Street (Goldman)
3/8/57	
Our set-up - Goldman's choice	
Designing Woman (Arcadia)	10,000 Bedrooms (Arcadia)
Invitation to Dance (World)	Lizzie (Viking)
This Could Be the Night (Stanley)	Little Hut (Trans-Lux)
Tarzan & Lost Safari (Stanton)	The Vintage (Stanley)
5/10/57	
Goldman's set-up - our choice	
Something of Value (Arcadia)	Silk Stockings (Trans-Lux)
Man on Fire (Viking)	7th Sin
Living Idol	Happy Road
7/12/57	
Our set-up, Goldman's choice	
Tip on Dead Jockey	Gun Glory
Decision Against Time	House of Numbers
Action of the Tiger	Les Girls
Don't Go Near Water	Saddle the Wind
9/26/57	
Goldman's set-up, our choice	
Until They Sail	Jailhouse Rock

R.K.O. SPLIT - FIRST RUN PHILA.

OURS	OPPOSITION
THE RACKET	TWO TICKETS TO BROADWAY
DRUMS IN THE DEEP SOUTH	SLAUGHTER TRAIL
HARD, FAST & BEAUTIFUL	ON THE LOOSE
3/15/54	
THE CARNIVAL STORY	PINOCCHIO
DANGEROUS MISSION	BEST YEARS OF OUR LIVES
KILLERS FROM SPACE	SHE COULDN'T SAY NO
7/22/54	
NONE	SUSAN SLEPT HERE
December, 1954	
HANSEL AND GRETEL	- - - - - - -
THIS IS MY LOVE	- - - - - - -
January, 1955	
- - - - - - - - -	UNDERWATER
- - - - - - - - -	THE AMERICANO
1956-57	
STRANGER AT MY DOOR	BACK TO ETERNITY (Goldman)
DEATH OF A SCOUNDREL (Stanton)	TENSION AT TABLE ROCK (Goldman)
BUNDLE OF JOY (Stanley)	FIRST TRAVELING SALESLADY (Goldman)
BRAVE ONE (Mastbaum)	

FIRST RUN PHILADELPHIA SPLIT

UNITED ARTISTS

OURS	(United Artists made split)	GOLDMAN
	September, 1953	
GUN BELT		SABRE JET
FORT ALGIERS		WAR PAINT
THE MARSHALL'S DAUGHTER		NO ESCAPE
NEANDERTHAL MAN		SHOOT FIRST
99 RIVER STREET		CAPTAIN SCARLETT
	(United Artists made split)	
	February, 1954	
BEAT THE DEVIL		ACT OF LOVE
BEACHHEAD		TOP BANANA
	(United Artists made split)	
	May, 1954	
APACHE		MAN WITH A MILLION
VERA CRUZ		BAREFOOT COUNTESSA
	(United Artists made split)	
	July, 1954	
SOUTHWEST PASSAGE		PERSONAL AFFAIR
CAPT. KIDD & THE SLAVE GIRL		CROSSED SWORDS
OVERLAND PACIFIC		HOBSON'S CHOICE
CAPT. JOHN SMITH & POCAHANTAS		
RETURN TO TREASURE ISLAND		
GOG		
	January, 1955	
- - - - - - - -		SHIELD FOR MURDER
- - - - - - - -		BLACK TUESDAY
- - - - - - - -		ROMEO & JULIET
	February 1, 1955	
GENTLEMEN MARRY BRUNETTES		THE PURPLE PLAIN
THE KILL		BIG HOUSE, U.S.A.
THE GOOD DIE YOUNG		BATTLE TAXI

FIRST RUN PHILADELPHIA SPLIT

UNITED ARTISTS

OURS		GOLDMAN
	April 27, 1955	
KISS ME DEADLY		THE BIG KNIFE
MARTY		THE KENTUCKIAN
TOP OF THE WORLD		STAR OF INDIA
NOT AS A STRANGER		NIGHT OF THE HUNTER
ROBBER'S ROOST		PISTOLERO
DESERT SANDS		SUMMERTIME
	December 12, 1955	
TOP GUN - STANTON		NAKED STREET
FT. YUMA - STANTON		HEIDI & PETER - [illegible]
STORM FEAR - STANTON		THE BIG BLUFF
SINS OF BOGGIAS		SAVAGE PRINCESS
KILLER'S KISS		BREAK TO FREEDOM
	March 8, 1956	
COMANCHE - VIKING		PATTERNS - [illegible]
	April 13, 1956	
Othello		Shadow of Eagle
Ghost Town		Time Table
Broken Star		Creeping Unknown
Emergency Hospital		Crime Against Joe
Alexander the Great - MASTBAUM		Trapeze - Trans-Lux
	April 26, 1956	
Kiss Before Dying - Viking		Foreign Intrigue

UNITED ARTISTS SPLITS - 1ST RUN PHILADELPHIA

Ours	Goldman
6/22/56	
Run for the Sun - Viking	Bandido - Viking
Shark-Fighters 9/. 15	Attack

SPLITS MADE BY U. A. - 1ST RUN PHILADELPHIA

	OURS	GOLDMAN'S
Sept.	Sharkfighters (Stanton)	Attack (Viking)
Dec.	King and 4 Queens (Stanton)	
Jan. 1957	Beast from Hollow Mountain (Stanton) Man from Del Rio "	
Feb.	Drango (Stanton) Dance with Me, Henry " Men in War "	
March	12 Angry Men (Stanton) Big Boodle (Mastbaum) Halliday Brand " Delinquents (Stanley) Hit and Run " Fury at Showdown (Stage Show-Mastbaum)	Spring Reunion (Goldman)
May	Monkey on My Back (Stanton)	Bachelor Party (Goldman)
July	Sweet Smell of Success (Stanton) Paths of Glory Paris Holiday Legend of Lost	Monte Carlo Story Pride & Passion (Viking) Fuzzy Pink Nightgown Quiet American
December 2	Witness for Prosecution	Run Silent, Run Deep
April 21, 1958	Kings Go Forth	The Vikings

UNIVERSAL SPLIT -- FIRST RUN PHILA.

OURS		GOLDMAN
	12/22/53	
THE GLENN MILLER STORY		SASKATCHEWAN
	7/22/54 (GOLDMAN SET-UP)	
BLACK SHIELD OF FALWORTH		SIGN OF THE PAGAN
NAKED ALIBI		BENGAL BRIGADE
DAWN AT SOCORRO		FRANCIS JOINS THE WACS
YELLOW MOUNTAIN		RICHOCHET ROMANCE
WEST OF ZANZIBAR		
FOUR GUNS TO THE BORDER		
	11/6/54 (OUR SET-UP GOLDMAN'S CHOICE)	
FAR COUNTRY		MAN WITHOUT A STAR
CHIEF CRAZY HORSE		CAPTAIN LIGHTFOOT
SIX BRIDGES TO CROSS		SO THIS IS PARIS
DESTRY		SMOKE SIGNAL
KETTLES AT WAKIKI		A&C MEET KEYSTONE COPS
	5/20/55 (MADE BY UNIVERSAL PIC.)	
TO HELL AND BACK - MASTBAUM		THE SHRIKE - [illegible]
FOX FIRE		FEMALE ON THE BEACH - [illegible]
ONE DESIRE - STANLEY		MAJOR BENSON - [illegible]
PURPLE MASK		KISS OF FIRE - [illegible]
AIN'T MISBEHAVIN'		THIS ISLAND EARTH
NAKED DAWN - S PATON		FRANCIS JOINS THE NAVY
	4/30/56	
Rawhide Years		Toy Tiger

UNIVERSAL SPLIT - FIRST-RUN PHILADELPHIA

1956-1957

OURS		GOLDMAN'S	
(Francis in Haunted House (Raw Edge	(Stanton)	(Killers (Sleeping City	(Goldman)
(Beast of the Amazon (Mole People	(Stanton)	Unguarded Moment	(Randolph)
Written on the Wind	(Mastbaum)	Everything but the Truth	(Goldman)
(Gun for a Coward (Kelly and Me	(Stanley)	Four Girls In Town	(Goldman)
(Deadly Mantis (Man Afraid	(Stanley)	Rock Pretty Baby	(Goldman)
(Edge of Hell	(Stanton)	Battle Hymn	(Goldman)
Mr. Cory	(Mastbaum)	Tattered Dress	(Goldman)
Joe Butterfly	(Mastbaum)	Great Man	(Goldman)
Midnight Story	(Stanton)		

8/15/57
W-G Set-Up, S-W Choice

My Man Godfrey	Slaughter on Tenth Ave.
Unholy Wife	Quantez
Slim Carter	That Night
Escapade in Japan	(Monolith Monster
	(Women of Green Hell

11/12/57
S-W Set-Up, W-G Choice

Lady Takes a Flyer	Tarnished Angels
Touch of Evil	All Mine to Give
Girl Most Likely	Flood Tide
I Married a Woman	Violators
Damn Citizen	Man in the Shadow

1/20/58
W-G Set-Up, S-W Choice

Day of the Bad Man	Female Animal
Summer Love	Girl Gang (Girls on Loose)
Big Beat	Girls on the Loose(Live Fast, Die Young)

(Version of P-1 used by various witnesses)

PARAMOUNT SPLIT - FIRST RUN PHILA.

OURS	GOLDMAN
OCTOBER 1954	
BRIDGES AT TOKO-RI (Randolph)	
JANUARY 1955	
COUNTRY GIRL (Midtown) STRATEGIC AIR COMMAND (Stanley)	HELL'S ISLAND (Mastbaum)
JULY 8, 1955	
COURT JESTER (Midtown)	LUCY GALLANT (Viking) DESPERATE HOURS (Midtown)
8/7/56 Goldman Set-up, Our Choice	
	THE MOUNTAIN (Goldman)
11/12/56 Our Set-up, Goldman Choice	
	3 VIOLENT PEOPLE (Viking)

WARNER BROTHERS SPLIT - 1ST RUN PHILA.

RS GOLDMAN

9/24/54

(OUR SET-UP GOLDMAN'S CHOICE)

BATTLE CRY (Randolph)

10/26/54

(GOLDMAN'S SET UP - OUR CHOICE)

EAST OF EDEN (Randolph)

Our Set-up, Goldman Choice
5/5/55

PETE KELLY'S BLUES (Goldman)

JULY 8, 1955

OOD ALLEY (Stanley) McCONNELL STORY (Randolph)

NOVEMBER 25, 1955

LEN OF TROY (Mastbaum) SERENADE (Goldman)

7/5/56

SEED (Mastbaum) BABY DOLL (Viking)

9/11/56
Goldman Set-up, Our Choice

ANT (Mastbaum) TOWARD THE UNKNOWN (Goldman)

METRO SPLIT - FIRST RUN PHILA.

OURS	GOLDMAN
Their Set-up, Our Choice - 3/18/54	
	STUDENT PRINCE (Viking)
Our Set-up, Their Choice - 6/18/54	
BRIGADOON (Viking)	
9/21/54	
Our Set-up, Their Choice	
ATHENA (Viking)	LAST TIME I SAW PARIS (Viking)
12/2/54	
Their Set-up, Our Choice	
HIT THE DECK (Viking)	GLASS SLIPPER (Viking)
Goldman Set-up, Our Choice 8/19/55	
TRIAL (Arcadia)	IT'S ALWAYS FAIR WEATHER (Arcadia)
7/24/56	
Goldman's Set-up, Our Choice	
THESE WILDER YEARS (Mastbaum)	TEA AND SYMPATHY (Randolph)
JULIE (Stanto..)	
OPPOSITE SEX (Arcadia)	
10/31/56	
Our Set-up, Goldman's Choice	
TEAHOUSE OF AUGUST MOON (Arcadia)	

R.K.O. SPLIT - FIRST RUN PHILA.

OURS OPPOSITION

1956 - 1957

DEATH OF A SCOUNDREL (Stanton)

FIRST RUN PHILADELPHIA SPLIT

UNITED ARTISTS

OURS	GOLDMAN
UNITED ARTISTS MADE SPLIT	
MAY 1954	
	BAREFOOT CONTESSA (Midtown)
FEBRUARY 1955	
GENTLEMEN MARRY BRUNETTES (Stanley)	
APRIL 27, 1955	
NOT AS A STRANGER (Viking)	BIG KNIFE (Viking)
DESERT SANDS (Viking)	SUMMERTIME (Randolph)
MARCH 8, 1956	
COMMANCHE (Viking)	
APRIL 13, 1956	
	TRAPEZE (Trans-Lux)
APRIL 26, 1956	
KISS BEFORE DYING (Viking)	
UNITED ARTISTS SPLITS - 1ST RUN PHILADELPHIA	
6/22/56	
RUN FOR THE SUN (Viking)	BANDIDO (Viking)
SPLITS MADE BY U.A. - 1ST RUN PHILADELPHIA	
	ATTACK (Viking)

UNIVERSAL SPLIT - FIRST RUN PHILA.

OURS GOLDMAN

5/20/55
Made by Universal Pic.

FOX FIRE (Mastbaum)

1956 - 1957

WRITTEN ON WIND (Mastbaum)

ent.

STANLEY WARNER

MANAGEMENT CORPORATION

1300 ARCH STREET

PHILADELPHIA 7, PA

NOTICE of DEAL or MODIFICATION of TERMS

THEATRE	PICTURE	ORIGINAL TERMS	REVISED TERMS	ENTERED BY (Office use)
Fidmore	Fearless Bang	35%	25%	
Commodore			25%	
Crown			30%	
Fairmount			27½%	
Keith			25%	
Mayfair			30 off	
Lehigh			30%	
Terminal			25% [redacted]	
Pete Nilan	Shake	25%	25%	
Fordham			25%	
Doylestown			30%	
Glenside			30%	
Neshaminy	Hell Bent	40 and 35 and 30	27½ / 25 / 25	
Valley Ch	Hell Bent	27½	32½ / 25% and 10%	
Strand	Love Trap			

DATE 11/30/55

SIGNATURE [signature]

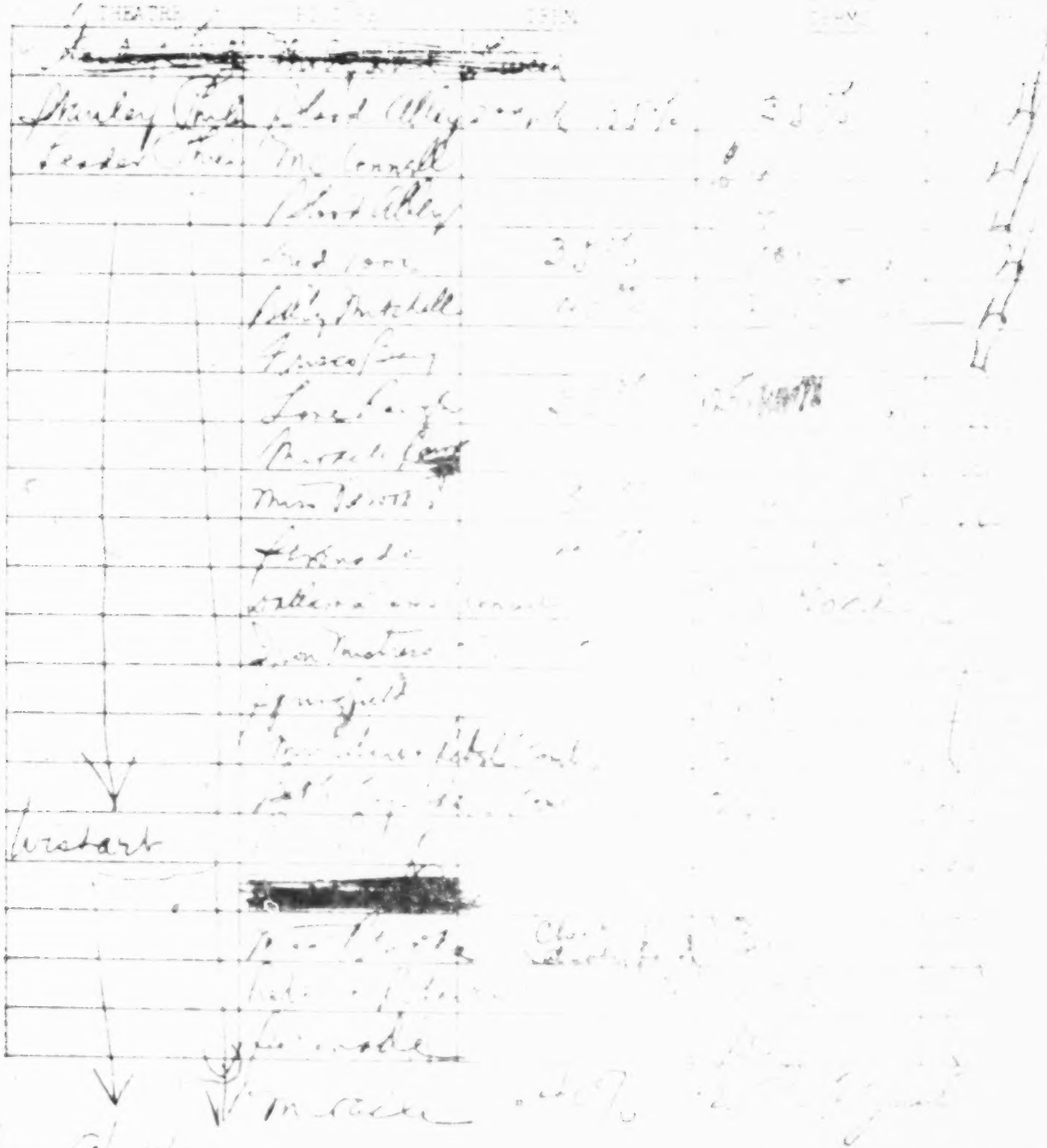
FOR STANLEY WARNER CIRCUIT MGT. CORP

FOR THE DISTRIBUTOR

Exhibit P-2

2382a

Exhibit P 3



DATE 9/25/6

DISTRIBUTOR

Exhibit P 3

2383a

To: Irv Levin

20th Century-Fox

August 31, 195[illegible]

Subject:

Stanton	Gorilla at Large	25%	
Broadway	3 Men in Fountain	35%	
Broadway	Demetrius (7 extra days)	25%	
Commodore	Three Coins (7 days)	40%	
"	Millionaire	35%	
"	12 Mile Reef	25%	
"	Khyber Rifles	25%	
"	Hell & High Water	30%	
"	Night People	25%	
"	New Faces	30%	
"	Prince Valiant	25%	
"	River Of No Return	27½%	
Earl, Bd.	River Of No Return	27½%	
"	Three Coins	35%	
Fairmount	Millionaire	35%	
"	12 Mile Reef	25%	
"	Khyber Rifles	25%	
"	Hell & High Water	30%	
"	Night People	25%	
"	New Faces	25%	
"	Prince Valiant	35%	
"	River Of No Return	25%	
"	Three Coins	35%	
Kent	Three Coins (7 days)	40%	
"	Prince Valiant	35%	
"	River Of No Return	35%	
Palace	Demetrius	40%	(Late Show) 30%
"	Three Coins	40%	(Late Show) 30%
"	River Of No Return	35%	(Late Show) 30%

Exhibit P 4

2384a

For Settlement

Broadway	3 Coin - Fourteen 35%
"	2 extra Days Daytime 25%
Commodore	3 Coin - 40% 7 days
"	Millionaire - 35%
"	12 Mile Reef 25%
"	Kyle Falls - 25%
"	High Water - 20%
"	Night Reefs - 25%
"	New Jersey - 30%
"	Valiant - 25%
"	Pure No Return - 27½%
Earl, Rd	Pure No Return - 27½%
	3 Coin Fourteen - 35%
Fairmont	millionaire - 35%
	Reef - 25%
	Kyle Falls - 25%
	High Water - 20%
	Night Reefs - 25%
	New Jersey - 25%
	Valiant - 35%
	Pure No Return - 25%
	3 Coin - 35%
Kent	3 Coin - 40% 7 days

Broadway	3 Coin & Fountain 35%
"	2 extra Days Duration 25%
Commodore	3 Coin - 40% - 7 days
"	Millionaire - 35%
"	12 Inch Reef 25%
"	Kyle Falls - 25%
"	High Water - 20%
"	Night Reefs - 25%
"	New Jersey - 30%
"	Valiant - 25%
"	Run for Return - 27½%
Earl, Rd	Run for Return - 27½%
	3 Coin Fountain - 35%
Fairmont	millionaire - 35%
	Reef - 25%
	Kyle Falls - 25%
	High Water - 20%
	Night Reefs - 25%
	New Jersey - 25%
	Valiant - 35%
	Run for Return - 25%
	3 Coin - 35%
Kent	3 Coin - 40% - 7 days
	Prince Valiant - 35%
	Run for Return 35%
Palace	Duration 40% - 5 20%
	3 Coin 40% - 5 20%
	Run for Return

EXHIBIT P-5.

June 29, 1955

Mr. Arlin M. Adams
Schnader, Harrison, Segal & Lewis
1719 Packard Building
Philadelphia 2, Pa.

Dear Arlin:

This will confirm our telephone conversation today in which you stated on behalf of Paramount Film Distributing Corp., that the fact that we bid on the picture To Catch a Thief will never be used against us in the dispute which we have with Paramount Film Distributing Corp. regarding the method of licensing pictures for first run Philadelphia.

As you know, we take the position that we are not to bid on any pictures, but ony to negotiate for them.

I am sending you an extra copy of this letter so that you may forward it to Paramount Film Distributing Corp.

Sincerely,

William Goldman

WG:l

Universal Film Exchanges, Inc.

251 NO. 13TH STREET

PHILADELPHIA 7, PA.

P-8
10-7-58
BJ

June 30th, 1954

Mr. William Goldman
Goldman Theatre Building
15th & Chestnut Streets
Philadelphia 2, Pa.

Dear Mr. Goldman:

Mr. Dana has asked me to send you the attached list of unplayed and future releases up to the end of December, 1954.

We would appreciate very much your deciding between yourself and the Stanley Warner people who is to group these pictures into two separate groups and who is to take first selection.

We are very anxious to get playdates on pictures like FRANCIS JOINS THE WACS, BLACK SHIELD OF FALWORTH and DAWN AT SOCORRO and the balance of the releases in the months which they are available.

The pictures that are available now, with the exception of BLACK HORSE CANYON, we will try to package and dispose of, but we do want them to appear on the split so that we do not skip any releases to make up the split.

Very truly yours,

E. Heiber
Branch Manager

EH:F

Regards

41

ailable now

MA & PA KETTLE AT HOME starring Marjorie Main and Percy Kilbride with Alice Kelley, Alan Mowbray, Brett Halsey, Emory Parnell, Oliver Blake, Stan Ross, Rose Elliott, Irving Bacon and Virginia Brissac.

FIREMAN, SAVE MY CHILD starring Spike Jones and his City Slickers, Buddy Hackett, Hugh O'Brian with Tom Brown, George Cleveland, Harry Cheshire and Adele Jergens.

BLACK HORSE CANYON (Tech.) starring Joel McCrea, Mari Blanchard and introducing Race Gentry with Murvyn Vye, Irving Bacon, Swire Mitchell and John Pickard.

MR AND I (Re-release) starring Claudette Colbert, Fred MacMurray, Marjorie Main and Percy Kilbride.

ailable in August

FRANCIS JOINS THE WACS starring Donald O'Connor, Julie Adams, Chill Wills, Mamie Van Doren with Lynn Bari, Zasu Pitts, Joan Shawlee, Allison Hayes, Mara Corday and Karen Sadler.

ailable in September

THE BLACK SHIELD OF FALWORTH (Tech. CinemaScope) starring Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall with Ian Keith, Dan O'Herlihy, Rhys Williams, Craig Hill, Torin Thatcher, Patrick O'Neal, Leo Britt, Maurice Marsac, Garry Montgomery and Charles FitzSimons.

DAWN AT SOCORRO (Tech.) starring Rory Calhoun, Piper Laurie, David Brian, Kathleen Hughes, Alex Nicol with Edgar Buchanan, Mara Corday, Skip Homer, Roy Roberts, Lee Van Cleef and Richard Garland.

ailable in October

THE NAKED ALIBI starring Sterling Hayden, Gloria Grahame and co-starring Gene Barry, Marcia Henderson with Casey Adams, Fay Roope and Chuck Connors.

THE YELLOW MOUNTAIN (Tech.) starring Lex Barker, Howard Duff, Mala Powers, William Demarest, John McIntire with Leo Gordon, Dayton Lummis and Hal K. Dawson.

WEST OF ZANZIBAR (Tech.) starring Anthony Steel and Sheila Sim

(Forward)

#2

Available in November

BENGAL BRIGADE (Tech.) starring Rock Hudson, Arlene Dahl, Ursula Thiess with Torin Thatcher, Dan O'Herlihy, Arnold Moss, Michael Ansara and Harold Gordon.

FOUR GUNS TO THE BORDER (Tech.) starring Rory Calhoun, Colleen Miller, George Nader, Walter Brennan, Nina Foch, John McIntire with Charles Drake.

Available in December

RICOCHET ROMANCE starring Marjorie Main, Chill Wills, Pedro Gonzales Gonzales, Alfonso Bedoya, Rudy Vallee, Ruth Hampton with Benay Venuta, Judith Ames, Lee Aaker, Darryl Hickman, Irene Ryan, Charles Watts, Marjorie Bennett and Phillip Tonge.

SIGN OF THE PAGAN (Tech. CinemaScope) starring Jeff Chandler, Jack Palance, Ludmilla Tcherina, Rita Gam with Jeff Morrow, George Nolenz, Alexander Scourby, Allison Hayes, Sara Shane, Eduard Franz, Howard Petrie and Sim Innes.

P-6

...TS PROGRAM in ...ERSAL'S HISTORY!

2 Two Reel Specials

No. 1 A Gift From Dirk No. 2 Untitled
Both in color and produced in the traditional Showmanship Pattern that has made these specials the leaders in the Industry!

13 Brand New Cartunes
From Walter Lantz
with Color by Technicolor

6 Woody Woodpecker
Technicolor Cartunes
Handpicked from the best of recent years!

Featuring Woody Woodpecker, Chilly Willy and all the other of these wonderful characters that Walter Lantz has made famous.

13 Two Reel Musical Featurettes – The best established musical short subjects on the screen today, presenting the absolute top names in the entertainment world.

8 U-I Color Parade
Single Reel full color subjects covering interesting and entertaining events all over the world.

8 Variety Views
The Industry's oldest and still favorite single reel variety series.

and Twice Weekly

the Industry's Best!

...SON
...1955

EXHIBIT P-7.

PARAMOUNT FILM DISTRIBUTING CORPORATION

TIMES SQUARE - NEW YORK, N. Y.

BRyant 9-3700 Cable Address PAMFILM

GEORGE WELTNER
President

December 12, 1955.

Mr. William Goldman
William Goldman Theatres, Inc.
Goldman Theatre
Philadelphia, Pa.

Dear Bill:

At our conference at the Hotel Plaza last Thursday, at which Harry Kalmine and Louis Phillips were also present, you turned to me and said, "George, let us forget there ever was an agreement between Paramount and me, made with Al Schwalberg. I won't ever hold Paramount to it. I want to be a Paramount customer. Let us do business with a clean start." If this is not accurate, word for word, it is in substance.

I expressed my appreciation and stated that we wanted you as a customer. We then tried to work out a formula that would be mutually satisfactory and practical, and yet would not put us in a position where anyone could rightly claim that we favored you and discriminated against him. At this meeting we could not come up with such a formula; one that was satisfactory to you.

I have given this matter much thought since, and have sought a formula that would be practical from a business standpoint and not be violative of our decree. I would be willing to try the following for six months from January 1, 1956 and thereafter as long as we think it will work fairly and practically.

Our product would be split into two parts, each part equal in number and quality of pictures. These splits would be made quar-

terly or semi-annually, depending on the number of pictures we will have for licensing in each period, beginning January 1, 1956. You and Warner will make and select the splits alternately.

On the A split, Warner and all exhibitors who desire to do so, would bid on each picture as we send out requests for bids. On this split you would not bid.

On the B split, you and all exhibitors who desire to do so, would bid on each picture as we send out requests for bids. On this split, Warner would not bid.

We would award the picture to that exhibitor whose bid, in our judgment, on the terms offered, would produce the greatest film rentals.

We will not reject any bid for inadequacy and thereafter start the bidding process over again, or resort to re-negotiation, but will award the picture on the bids submitted in the first instance.

If there are no bids on a picture and the picture is on your split, we will negotiate with you therefor.

While we have always reserved the right to reject bids to assure ourselves against inadequate bids or collusion among exhibitors, we are willing to depart from our regular procedure for a limited time, in the hope it will resolve our differences.

We are willing to make this experiment in Philadelphia, since we believe that the competition there is such that there is little danger of collusion among exhibitors.

You will, of course, understand, Bill, that in case of some few pictures which we want to handle specially, this procedure will not apply, but you may be assured, as to these, you will have an equal opportunity with all exhibitors to license each such picture.

The procedure here outlined is, I believe, eminently fair and ought to appeal to you and all exhibitors in Philadelphia interested in licensing our pictures there, first run.

Please let me hear from you at your earliest convenience.

Sincerely,

(s) GEORGE WELTNER
George Weltner

GW:K

EXHIBIT P-8.

INTER-COMMUNICATION

Philadelphia Home or Branch Office

To MR. GEORGE WELTNER From Hugh Owen

Date 1/13/56

Dear George:

1. The so-called "Schwalberg agreement" with Goldman of Philadelphia envisaged an equal division, qualitively and quantitively, of our product between Goldman and Stanley Warner in Philadelphia.

Under this arrangement bids were invited from Stanley Warner and Goldman, as well as other theatres in Philadelphia requesting a bid invitation. If any bid was acceptable the acceptance closed the sales file. If no bid was acceptable, Paramount agreed to negotiate with either Stanley Warner or Goldman, governed by whether the individual picture was on Goldman's or Stanley Warner's split.

My understanding is that we were not permitted, if all bids were rejected, to negotiate with the unsuccessful bidders or any other theatre that did not offer a bid. We were obligated, upon rejection of all bids, to negotiate with one or the other, and I am told that, in one or more cases, the negotiated deal was reviewed or adjusted.

This arrangement whether authorized or not, was actually in effect.

2. Mr. Weltner was successful in having Mr. Goldman agree to an amicable cancellation of this agreement. A future selling arrangement was left open.

3. I, accompanied by Howard Minsky, our mid-eastern division manager, met with Goldman in his Philadelphia office by appointment at 12:30 P.M. Thursday, January 12, 1956. Also present at this conference was George Beatty and Schuyler Beatty of the Goldman staff.

A new proposal was suggested and finally agreed to by Goldman and his associates, subject to your approval.

Under the new proposal Paramount continues to split its product between Stanley Warner and Goldman, which arrangement has been declared acceptable. Then bids are invited from all theatres. Goldman stated he would continue his present policy of not bidding for any of our pictures (or any other company's pictures for that matter). It occurs to me that we may invite Goldman to bid but that we cannot make him bid.

Under this arrangement if there is an acceptable bid our sales file is closed. If there is not an acceptable bid, Paramount may negotiate with any of the unsuccessful bidders. If there are successful negotiations our sales file is closed. If there is not an acceptable bid and if there are no successful negotiations, Goldman invites Paramount to negotiate with him. We may or may not choose to do so. If we choose to negotiate, we are under no obligation to accept an unsatisfactory offer. If successful negotiations are concluded with Goldman, it is understood that regardless of performance results there will be no review or adjustment.

/s/ H. O.
Hugh Owen

EXHIBIT P-9.

VIKING THEATRE CORP.

Chestnut Street at Nineteenth Philadelphia 1, Penna.

January 6, 1955

Mr. Ulrik Smith
Paramount Film Dist. Corp.
248 N. 12th St.
Philadelphia 7, Pa.
Dear Mr. Smith:

We hereby submit our offer on "THE COUNTRY GIRL" for the Viking Theatre.

PLAYING TIME—TEN WEEKS MINIMUM.

STARTING DATE—ON OR ABOUT FEBRUARY 22, 1955.

TERMS—Guarantee of $60,000 against 50% up to $25,000 weekly gross, with the following additional percentages:
55% for every $2,500 or part thereof over $25,000 up to $27,500 weekly gross receipts.
60% for every $2,500 or part thereof over $27,500 up to $30,000 weekly gross receipts.
65% for every $2,500 or part thereof over $30,000 up to $32,500 weekly gross receipts.
70% for excess of $32,500 weekly gross receipts.

If after the 9th week, we elect to play picture on 11th or any additional weeks, the percentage shall be reduced to 40% for the 11th week and remainder of the run.

Advertising and teaser campaign to be worked out mutually.

Your office had informed us at an earlier date that "THE COUNTRY GIRL" would not be available to be shown in Philadelphia until sometime in March, for that reason we booked another picture. Therefore, it is impossible to play "THE COUNTRY GIRL" on February 5th or 12th, which we understand are your newest playing dates.

We hope to have the opportunity of doing business with you.

Sincerely,

HARRY SLEY, President
Viking Theatre Corporation

EXHIBIT P-10.

PARAMOUNT FILM DISTRIBUTING CORPORATION

248 No. 12th St. Philadelphia 7, Pa.

January 12th, 1955.

Mr. Merton Shapiro (Arcadia) 16th & Chestnut Sts.
Arcadia Theatre Philadelphia, Pa.

Mr. Harry Sley (Viking) 19th & Chestnut Sts.
Viking Theatre Philadelphia, Pa.

Mr. J. Ingber (Translux) 1555 Broadway
Brandt Theatres New York, New York

Gentlemen:

This is to advise you that we received on the motion picture, "COUNTRY GIRL" as offered to you on January 3rd, offers from the following:

ARCADIA THEATRE — VIKING THEATRE — TRANSLUX THEATRE

All of the offers received on "COUNTRY GIRL" for first run Philadelphia are rejected because playing time was either indefinite or altogether lacking. The playing time is most important on this picture since we want the exhibition to commence between February 9th and 15th to tie in with innovation this year of television and radio casting covering pictures and artists nominated on February 12th for Academy Awards.

The critics reviews also have been so outstanding on "COUNTRY GIRL" that we cannot miss getting many nominations. Grace Kelly has already been selected as "Best Actress of the Year" by New York film critics. The grosses produced in places where the picture

has been exhibited so far indicate that it will roll up a huge gross and that the Academy Award nominations will prove beneficial, not only for first run but subsequent runs also.

Therefore, we are attaching hereto a Request for Offer and it is essential that the picture open between February 9th and 15th and that all information required on our Request for Offer form should be filled in. The last date on which we will accept offers is 1/17/55.

Kind regards.

Very truly yours,

U. F. Smith
Ulrik F. Smith
Branch Manager

UFS/pr

Exhibit P-11

2399a

VIKING
THEATRE CORPORATION

CHESTNUT STREET AT NINETEENTH · · · PHILADELPHIA 1, PENNSYLVANIA

LOCUST 2-2900

December 2nd, 1954

Mr. Ulrik F. Smith
Paramount Film Dist. Corp.
248 N. 12th Street

Dear Mr. Smith;

Following is offer on "Bridges At Toko-Ri"

for the Viking Theatre.

Playing Time: Minimum of five weeks or more.

Terms: ~~Guarantee of $22,500.00~~ for little value
~~First three weeks 60%~~ of gross, 40% thereafter.

Holdover figure:
Should gross for the 4th week be $7500.00 or more, the picture will be held for a 6th week, etc. for succeeding weeks until a gross of $7500.00 or under is reached, at which time the engagement may be discontinued by giving seven days notice in advance to that effect.

Advertising to be discussed.

Sincerely,

Herman Comer, Gen. Mgr.

Think this offer should be rejected

EXHIBITOR'S APPLICATION COPY

PARAMOUNT FILM DISTRIBUTING CORPORATION

BRANCH Philadelphia, Pa. | ZONE Office-Uptown | TOWN—STATE Philadelphia, Pa.

SALESMAN [illegible] | THEATRE(S) Randolph

CUTTING OR ALTERATION OF PRINTS—SIXTEENTH: Exhibitor shall exhibit each print in its entirety and shall not copy, duplicate, subrent or part with possession thereof. Exhibitor shall not, without written or telegraphic consent of Distributor, cut or alter any print, except to make necessary repairs or when required by any duly constituted public authority.

TIME OF EXHIBITION—SEVENTEENTH: This license does not include (a) any right to exhibit prior to 6:00 A.M. on the first exhibition date of each respective motion picture nor (b) any right of exhibition other than on the respective date or dates of exhibition determined as provided hereunder and confirmed in writing by Distributor.

C. O. D. OPTION—EIGHTEENTH: Distributor may, at its option, deliver to Exhibitor C.O.D. any motion picture hereunder and may add to said C.O.D. the amount of any past due indebtedness owed by Exhibitor to Distributor under this and any other agreement.

ADVERTISING—NINETEENTH: Exhibitor shall advertise each such motion picture as "A PARAMOUNT PICTURE" or as otherwise directed by Distributor and shall otherwise adhere to and comply with the form and text of the advertising, exploitation and publicity matter issued by Distributor for each such motion picture.

SCHEDULE

PRODUCTION NUMBER	TITLE OF FEATURE MOTION PICTURES LICENSED	THEATRE	CONSECUTIVE DAYS RUN	EXHIBITION TO INCLUDE FOLLOWING DATE OF WEEK	LICENSE FEE OR MINIMUM GUARANTEE ON ACCOUNT OF PERCENTAGE OF GROSS RECEIPTS PER PICTURE		GROSS RECEIPTS PER MOTION PICTURE IN EXCESS OF WHICH DISTRIBUTOR SHARES
					LICENSE FEE OR MINIMUM GUARANTEE PER PICTURE	PERCENTAGE OF GROSS RECEIPTS PER PICTURE	
					$	%	$
[illegible]	[illegible]	Randolph, Philadelphia, Pa.	Length of Run To Be Determined by Mutual Agreement Between Exhibitor and Distributor.				

EXHIBITOR'S COPY OF APPLICATION FOR CONTRACT

[illegible] — 30% MINIMUM.

EXHIBITION ARRANGEMENT

CLEARANCE

Run: See attached schedule

See attached schedule

(End of Schedule)

IN WITNESS WHEREOF, William Goldman Theatres, Inc. the Exhibitor, operating the Randolph

Theatre, located at Philadelphia, Pa. executed this application on January 20, 1955

AND HEREBY AFFIRMS THAT THE LICENSE FOR EACH FEATURE PICTURE SPECIFIED IN THE SCHEDULE HEREOF, FOR EACH THEATRE, WAS NEGOTIATED SEPARATELY WITHOUT RELATION TO, OR CONDITIONED UPON, THE LICENSING OF ANY OTHER FEATURE MOTION PICTURE, OR UPON ITS EXHIBITION IN ANY OTHER THEATRE, AND THAT THE TERMS AGREED UPON WERE DETERMINED, PICTURE BY PICTURE, AND THEATRE BY THEATRE.

Accepted PARAMOUNT FILM DISTRIBUTING CORPORATION

WILLIAM GOLDMAN THEATRES, INC.

By _____

By _____

(Rev 2)

BRANCH COPY

PARAMOUNT FILM DISTRIBUTING CORPORATION

BRANCH Philadelphia, Pa.	ZONE Office-Goldman	TOWN—STATE Philadelphia, Pa.	
SALESMAN U.F. Smith	THEATRE(S) Randolph		

CUTTING OR ALTERATION OF PRINTS—SIXTEENTH: Exhibitor shall exhibit each print in its entirety and shall not copy, duplicate, cut out or part with possession thereof. Exhibitor shall not, without written or telegraphic consent of Distributor, cut or alter any print, except to make necessary repairs or when required by any duly constituted public authority.

TIME OF EXHIBITION—SEVENTEENTH: This license does not include (a) any right to exhibit prior to 6:00 A.M. on the first exhibition date of each respective motion picture, nor (b) any right to exhibition other than on the respective date or dates of exhibition determined as provided hereunder and confirmed in writing by Distributor.

C. O. D. OPTION—EIGHTEENTH: Distributor may, at its option, deliver to Exhibitor C.O.D. any motion picture hereunder and may add to said C.O.D. the amount of any past due indebtedness owed by Exhibitor to Distributor under this and any other agreement.

ADVERTISING—NINETEENTH: Exhibitor shall advertise each such motion picture as "A PARAMOUNT PICTURE," or as otherwise directed by Distributor and shall otherwise adhere to and comply with the form and text of the announcement in the advertising, exploitation and publicity matter issued by Distributor for each such motion picture.

SCHEDULE

PRODUCTION NUMBER	TITLE OF FEATURE MOTION PICTURES LICENSED	THEATRE	CONSECUTIVE DATES RUN	EXHIBITION TO INCLUDE FOLLOWING DAYS OF WEEK	LICENSE FEE OR MINIMUM GUARANTEE ON ACCOUNT OF PERCENTAGE OF GROSS RECEIPTS PER PICTURE: LICENSE FEE OR MINIMUM GUARANTEE PER PICTURE	LICENSE FEE OR MINIMUM GUARANTEE ON ACCOUNT OF PERCENTAGE OF GROSS RECEIPTS PER PICTURE: PERCENTAGE OF GROSS RECEIPTS PER PICTURE	GROSS RECEIPTS PER MOTION PICTURE IN EXCESS OF WHICH DISTRIBUTOR SHARES
5405	THE MISTRESS OF WORLD-WI	Randolph	Indefinite Run		$ Previously Licensed		$
					Length of Run To Be Determined By Mutual Agreement Between Exhibitor and Distributor.		
					Terms — 50%	FIRST WEEK	
					Subsequent weeks - subject to the clearance existing weeks		

EXHIBITION ARRANGEMENT

CLEARANCE:

See attached schedule

See attached schedule

(End of Schedule)

IN WITNESS WHEREOF, Stanley Goldman Theatres, Inc. the Exhibitor, operating the Randolph

Theatre, located at Philadelphia, Pa. rendered this application on January 20, 1955

AND HEREBY AFFIRMS THAT THE LICENSING FOR EACH FEATURE PICTURE SPECIFIED IN THE SCHEDULE HEREOF, FOR EACH THEATRE, WAS NEGOTIATED SEPARATELY WITHOUT RELATION TO, OR CONDITIONED UPON, THE LICENSING OF ANY OTHER FEATURE MOTION PICTURE, OR UPON ITS EXHIBITION IN ANY OTHER THEATRE, AND THAT THE TERMS AGREED UPON WERE DETERMINED, PICTURE BY PICTURE, AND THEATRE BY THEATRE.

Accepted PARAMOUNT FILM DISTRIBUTING CORPORATION

STANLEY GOLDMAN THEATRES, INC.

By J. F. Bradley

BRANCH MGR.	MASTER BOOKER	DATE ENTERED ON FORM 19 BEFORE HOME OFFICE ACCEPTANCE	DATE SENT HOME OFFICE	DATE H.O. APPROVED	HOME OFFICE APPROVED CONTRACT ASSIGNED TO FORM 19 BY ORDER	DATE SENT TO EXHIBITOR
		2/10/55	FEB 21 1955	MAR 10 1955		MAR 11 1955

Form 0540 4M Page 2-54

Paramount Film Distributing Corporation

RANI 4 THEATRE, PHILADELPHIA, PA.

Run: Available National Release Date

Clearance: First run Wilmington to be available 7 days after opening date.
First Run Philadelphia, Pa.

7 days Arcadia, Philadelphia, Pa.

14 Days First Run Camden, N.J.
First Run Chester, Pa.
First Run Coatesville, Pa.
First Run Norristown, Pa.
First Run West Chester, Pa.

21 Days Palace, Philadelphia, Pa.
Oxford, Oxford, Pa.

28 Days Ambler, Ambler, Pa.
First Run Ardmore, Pa.
First Run Bristol, Pa.
First Run Doylestown, Pa.
Yorktown, Elkins Park, Pa.
First Run Glenside, Pa.
First Run Lansdale, Pa.
Media, Media, Pa.
Selvil, Selleraville, Pa.
First Run Phoenixville, Pa.
First Run Quakertown, Pa.
69th St., Upper Darby, Pa.
Tower, Upper Darby, Pa.
Anthony Wayne, Wayne, Pa.
Colonial, Philadelphia, Pa.
Orpheum, Philadelphia, Pa.
Erlen, Philadelphia, Pa.
Esquire, Philadelphia, Pa.
Bromley, Philadelphia, Pa.
Logan, Philadelphia, Pa.
Rockland, Philadelphia, Pa.
German, Philadelphia, Pa.
Uptown, Philadelphia, Pa.
Verben, Philadelphia, Pa.
Wayfair, Philadelphia, Pa.
Oxford, Philadelphia, Pa
Lawndale, Philadelphia, Pa
Crest, Philadelphia, Pa.
Roosevelt, Philadelphia, Pa.
Circle, Philadelphia, Pa.
Midway, Philadelphia, Pa.
Iris, Philadelphia, Pa.
Broadway, Philadelphia, Pa.
Savoia, Philadelphia, Pa.
Nixon, Philadelphia, Pa.
State, Philadelphia, Pa.
Rivoli, Philadelphia, Pa.
Locust, Philadelphia, Pa.
Tyrd, Philadelphia, Pa.
Penn, Philadelphia, Pa.
City Line Center, Philadelphia, Pa.
Roxy, Philadelphia, Pa.
Lincoln Drive In, Langhorne, Pa.
Auditorium, Kennett Sq., Pa.

3/22/54

RANDOLPH THEATRE

50% if gross reaches $31,000. or more

47½% " " " $29,000. up to $31,000.

45% " " " $27,000. " " $29,000.

42½% " " " $25,000. " " $27,000.

40% " " " $23,000. " " $25,000.

37½% " " " $21,000. " " $23,000.

35% " " " $19,000. " " $21,000.

32½% " " " $17,000. " " $19,000.

30% " " " $15,000. " " $17,000.

27½% " " " $13,000. " " $15,000.

25% " " is less than..... $13,000.

December 15, 1954

TO ALL BRANCH MANAGERS:

"THE BRIDGES AT TOKO-RI"

WILLIAM HOLDEN | GRACE KELLY | FREDRIC MARCH | MICKEY ROONEY

Produced by Perlberg-Seaton - Color by Technicolor

James A. Michener's "THE BRIDGES AT TOKO-RI" is another great Paramount picture. It is another glorious page in Paramount's great lineup of star-studded smash attractions.

When "THE BRIDGES AT TOKO-RI", the complete new novel of James A. Michener, the Pulitzer Prize-winning author of "South Pacific", first appeared in a special issue of LIFE it was read and acclaimed by millions.

Now, after over a year of preparation, "THE BRIDGES AT TOKO-RI", immortalized on film, is ready to stir the hearts and imaginations of eager and waiting audiences everywhere. Co-starring top box-office personalities, William Holden, Grace Kelly, Fredric March, Mickey Rooney and Robert Strauss, who round out a perfect cast, this great Perlberg-Seaton production tells the deeply personal story of three men and a woman, and has all the elements of a great motion picture.

SALES POLICY

Minimum terms on "TOKO-RI" will be 40% of the gross with 66 2/3 split. The split figure must be completely reachable based on previous experience so that we will have every opportunity of earning 50% of the gross which this picture is unquestionably entitled to.

Release Pattern Control

"THE BRIDGES AT TOKO-RI" will be released as per the attached Release Pattern Control. The world premiere will be in Radio City Music Hall 1/13/55 or 1/20/55. Selected Branch Cities, as per the release pattern, will open the latter part of January. After you have obtained approval from your Division Manager of your Branch Release Pattern, submit two copies to the Home Office Playdate Department for final approval. There are to be no move-ups without Home Office approval.

Booking

Set your bookings as far in advance as possible so that we take full advantage of "TOKO-RI" merchandising program, one of the biggest in the history of our company.

A supply of the Sales Letter on "THE BRIDGES AT TOKO-RI" (copy attached) will reach you shortly.

Please start your selling and booking at once in accordance with the above policy.

Regards.

Cordially

HUGH OWEN

HO:md

"THE BRIDGES AT TOKO-RI"

WILLIAM HOLDEN — GRACE KELLY — FREDRIC MARCH — MICKEY ROONEY

Produced by Perlberg-Seaton - Color by Technicolor
Release Month.....January 1955

To Our Customers:

When Life Magazine recently published a complete new novel by James A. Michener, the Pulitzer Prize-winning author of "Tales of the South Pacific," it was read and acclaimed by millions as one of the truly great stories of our times. Entitled 'THE BRIDGES AT TOKO-RI", this was the impassioned story of men, women and superhuman courage.

So widely famed did this stirring novel quickly become, that Paramount decided almost immediately to immortalize "THE BRIDGES AT TOKO-RI" on film so that every movie-goer in the land could be thrilled by this great story. Now, after over a year of the most arduous efforts by some of the film industry's greatest talents, the screen's incomparable picturization of James A. Michener's "THE BRIDGES AT TOKO-RI" is ready to stir the hearts and imaginations of eager and waiting millions.

Combining with its already pre-sold reputation as a great novel, the extroadinarily powerful screen values of "THE BRIDGES AT TOKO-RI" are destined to make this picture one of the year's most successful gross-getters. Produced in magnificent Technicolor by the top production team of William Perlberg and George Seaton and directed by Mark Robson, the film stars four of Hollywood's greatest marquee names, William Holden, Grace Kelly, Fredric March and Mickey Rooney, with each rendering gripping and unforgettable performances.

Closely following the novel, the film adaptation of "THE BRIDGES AT TOKO-RI" is tense human drama in every sense of the word. It tells the moving story of Lieutenant Harry Brubaker, brilliantly played by William Holden, chosen to bomb the death-laden Bridges at Toko-Ri; of his beautiful bride, Nancy, memorably enacted by Grace Kelly, who risked everything to be at the side of her man; of Mike Forney, the cocky, fearless and thoroughly lovable helicopter pilot, superbly played by Mickey Rooney; and of Admiral Tarrant, so humanly portrayed by Fredric March, who taught them all how to cross the bridges of decision that everyone must one day face. Here is terrific drama, action and adventure as these inspired stars bring to life the brave people of a far-famed novel.

Not to be overlooked is the film's talented supporting cast, headed by Robert Strauss, Charles McGraw and the beautiful Oriental find, Keiko Awaji, who enhance "THE BRIDGES AT TOKO-RI" with outstanding performances.

"THE BRIDGES AT TOKO-RI" looms as one of the year's most important pictures, which no exhibitor could afford to miss. We strongly urge you to book this great Paramount attraction as soon as you possibly can.

"THE BRIDGES AT TOKO-RI"
National Release Pattern Control

December 15, 1954

1/29/55	2/5	2/12	2/19	2/26	3/5	3/12
NYC 1/13 or 1/20	Atlanta	Remainder				
L.A. 1/22	Albany	of Keys, etc.				
Chicago 1/22	St. Louis	in order of				
Boston	Pittsburgh	importance				
Philadelphia	Denver	to full quota				
Washington	Salt Lake City	of prints				
San Francisco	Seattle					
Jacksonville (&	Portland					
Florida Keys)	Des Moines					
Detroit	Omaha					
Cincinnati	Memphis					
Cleveland	Oklahoma City					
Minneapolis	Charlotte					
Milwaukee	and approximately					
Indianapolis	100 remaining					
Kansas City	largest Keys					
Buffalo						
New Orleans						
Dallas						
New Haven						

45

Exhibit P-14

2406a

GOLDMAN

RANDOLPH TOWN PHILA PA — BRANCH PHILA

		PLAY TIME	PERCENTAGE	PLAY (DAYS)	NET GROSS	UNIT GROSS	ORIGINAL RENTAL TERMS	% EARNED	REMAINDER	UNIT REMAINDER	PLAY TIME	ADJUSTMENT RENTAL	% EARNED	REMAINDER	UNIT REMAINDER	AMOUNT OF CREDIT	DATE OF CREDIT ADJUSTMENT
11-27-23/8-5																	
2nd	TOKO-RI	7	50%	10	22,575	2,255	11,287	50			7	37 1/2	8466	37 1/2		2822-	3/14/28
8/3-9/30																	
3rd	TOKO-RI	7	50%	30	17,075	1705	8538	50			7	32 1/2	8549	32½		2987-	3/14/28

TOTAL AMOUNT OF CREDIT 5811-

FOR HOME OFFICE CONVENT

See letter 2-28-28

		PLAY TIME	PERCENTAGE	PLAY (DAYS)	NET GROSS	UNIT GROSS	FINAL RENTAL	% EARNED	REMAINDER	UNIT REMAINDER						

BRANCH INITIAL ADJUSTMENT

BILLED AT 50%
CONTRACT NEW ROADS S. SCALE.
SEE ATTACHED SCALE

3/21/28 — DATE

BRANCH MANAGER

Exhibit P-15

24078

PARAMOUNT FILM DISTRIBUTING CORPORATION

BRANCH Philadelphia

Form 2863 No. 268

Date H.O. Approval 3/28/55

EXHIBITOR OR CIRCUIT	WEEK ENDING	ZONE	CIRCUIT
Wm. Goldman Theatres, Inc.	3/26/55	466	Goldman

PRODUCTION NUMBER	TITLE	ORIGINAL TERMS %	%	TERMS	SUPERSEDING TERMS %	%	TERMS
405	BRIDGES OF TOKO RI	7	72	90% (2nd week)	7	72	57 1/2% (2nd week) S.S.

				DATE ENTERED ON RECEIVABLE LEDGER	FILM RENTAL	TAX	TOTAL
ORIGINAL	1/28-2/55 PLAY DATES	$22,576.57 ADMISSION RECEIPTS		W/E 3/26/55	$ 11,288.28	$	$
SUPPLEMENTARY				W/E			
CREDIT PREVIOUSLY GRANTED				W/E			
AMOUNT OF CREDIT			By	W/E	2,822.85		

THEATRE

Randolph

Philadelphia, Pa.

"2nd week"

MAR 29 1955

FILM RENTAL CREDIT

BRANCH CONTRACT COPY

PARAMOUNT FILM DISTRIBUTING CORPORATION

BRANCH Phila. Pa.

FORM 2863 No. 26-5

DATE H.O. APPROVAL 3/10/55

EXHIBITOR OR CIRCUIT	WEEK ENDING	ZONE	CIRCUIT
Wm. Goldman Theas. Inc.	3/19/55	off	Goldman

PRODUCTION NUMBER	TITLE	ORIGINAL TERMS "A"	ORIGINAL TERMS "B"	ORIGINAL TERMS TERMS	SUPERSEDING TERMS "A"	SUPERSEDING TERMS "B"	SUPERSEDING TERMS TERMS
5405	MISTER ROBERTS	7	FT	50% (3rd week)	7	FT	32 1/2% 2nd (3rd)

BILLINGS				DATES OF PREVIOUS LEDGER	FILM RENTAL	TAX	TOTAL
ORIGINAL	2/4-10/55 PLAY DATE	$ 17,075.15 ADMISSION RECEIPTS		W/E 2/19/55	$ 8,537.58	$	$
SUPPLEMENTARY				W/E			
CREDIT PREVIOUSLY GRANTED				W/E			
AMOUNT OF CREDIT			BY	W/E	2,988.16		

Randolph THEATRE

Philadelphia, Pa.

"THIRD WEEK"

MAR 10 1955

FILM RENTAL CREDIT

BRANCH CONTRACT COPY

Exhibit P-18

2410a

PARAMOUNT FILM DISTRIBUTING CORPORATION

REQUEST FOR OFFER

BRANCH AT: Philadelphia, Pa. DATE: 12/2/38

EXHIBITOR	Mr. [illegible] (Stanley/Stanley/Nixon)	ADDRESS	[illegible] 52nd [illegible] Phila.
EXHIBITOR	Mr. Ike Goldberg (Goetz)	ADDRESS	[illegible] Market Street, Phila.
EXHIBITOR	Mr. [illegible] (Warner) Mr. Wm. J. Sheblair (Fox)	ADDRESS	[illegible] 16th and Market Sts., Phila.
EXHIBITOR	Mr. Joseph Bogar (Trans-Lux/Warner) Branch Theatres	ADDRESS	2333 Broadway New York City, N.Y.

WE INVITE EACH OF YOU TO SUBMIT ANY OFFERS YOU MAY DESIRE TO MAKE WITH RESPECT TO THE MOTION PICTURE:

THIS SPACE FOR USE BY DISTRIBUTOR ONLY

TITLE "[illegible]" (Technicolor)

MINIMUM TERMS: GUARANTEE $_____ AGAINST PERCENTAGE (ACCEPTABLE TO US) OF THE FULL GROSS

FOR THE RUN Available on or about 2/1/39.

SO THAT WE MAY BE ABLE TO PROPERLY EVALUATE EACH OFFER, WE ASK THAT YOU FURNISH US THE FOLLOWING DATA:

THEATRE OFFERED	Viking
SEATING CAPACITY	1017
PLAYING TIME OFFERED (INCLUDING PREFERRED TIME, IF ANY.)	(NOTE: — IF ALTERNATE PLAYING-TIME IS PROPOSED, DISTRIBUTOR RESERVES RIGHT OF SELECTION.) Minimum of two (2) weeks with a possible hold-over to be mutually agreed upon.
PROPOSED STARTING TIME OF ENGAGEMENT	
WILL PICTURE BE PLAYED AS "SINGLE" OR "DOUBLE" BILL	
ADULT EVENING ADMISSION PRICE YOU CHOOSE TO CHARGE DURING ENGAGEMENT	$1.49
TERMS OFFERED	See attached rider
AMOUNT YOU PROPOSE TO SPEND FOR ADVERTISING	See attached rider
CLEARANCE DESIRED	See attached schedule

ANY OFFER WHICH YOU MAKE WITH RESPECT TO THE PICTURE LISTED ABOVE WILL BE CONSIDERED SEPARATELY, WITHOUT REFERENCE TO ANY OFFER WHICH YOU MAY MAKE ON ANY OTHER PICTURE OR PICTURES.

WE RESERVE THE RIGHT TO REJECT ANY OR ALL OFFERS WHICH WE DO NOT DEEM SATISFACTORY.

THE LAST DAY UPON WHICH WE WILL RECEIVE OFFERS FOR CONSIDERATION IS 12/8/38. ~~Not later than 5 P.M.~~ WE ENCLOSE FOR YOUR CONVENIENCE, A SELF-ADDRESSED ENVELOPE UPON WHICH THAT DATE APPEARS.

WE ARE SENDING YOU TWO COPIES OF THIS REQUEST. YOU MAY RETAIN ONE FOR YOUR FILE, AND SIGN AND RETURN THE OTHER TO US.

_____
EXHIBITOR

[illegible]
BRANCH MANAGER

FOR BRANCH USE ONLY		
DATE	TIME	INITIAL

Rider for THE COURT JESTER bid due December 13, 1955

TERMS OFFERED: 90% of the gross receipts in excess of $5000. Any overtime incurred is to be added to the basic expense of $5000. before computing the distributor's 90% of the gross receipts over the aforementioned expense.

ADVERTISING: Distributor shall pay all advertising costs for the engagement including:

(a) Pre-opening and First Week - all advertising including teaser and first week's newspaper ads and the necessary engravings; radio and TV announcements; painting costs and rental of five painted billboards and daters as well as rental for 15 twenty-eight sheet boards not to exceed $1492.25; all lobby and front displays and marquee valance not to exceed $450.; exploitation, etc.

(b) Subsequent week(s) - all newspaper advertising and engravings; weekly rental for five painted billboards and 15 twenty-eight sheet billboards as well as any additional radio and TV announcements; exploitation, etc.

CLEARANCE

28 clear days clearance from last day of engagement over all theatres in Philadelphia, including the following counties with the exception of the Palace, which is 21 days.

PENNSYLVANIA

DELAWARE COUNTY: with the exception of Chester, which is to play 14 clear days from last day of 1st run Philadelphia engagement.

CHESTER COUNTY: with the exception of Coatesville and West Chester, which are to play 14 clear days from last day of 1st run Philadelphia.

MONTGOMERY COUNTY: with the exception of Pottstown and Norristown, to play 21 clear days from last day of 1st run Philadelphia engagement.

BUCKS COUNTY:

NEW JERSEY

CAMDEN COUNTY: with the exception of Camden, which is to play 14 clear days from last day of 1st run Philadelphia engagement.

GLOUCESTER COUNTY:

BURLINGTON COUNTY:

CUMBERLAND COUNTY:

PARAMOUNT FILM DISTRIBUTING CORPORATION

No. 41

FEB 8 1956

BRANCH PHILADELPHIA | ZONE GOLDMAN | TOWN—STATE PHILA., PA.

SALESMAN HARRY P. SMITH | THEATRE(S) MIDTOWN

CUTTING OR ALTERATION OF PRINTS—SIXTEENTH: Exhibitor shall exhibit each print in its entirety and shall not copy, duplicate, subtract or part with possession thereof, [illegible] without written or telegraphic consent of Distributor cut or alter any print except to make necessary repairs or when required by any duly constituted public authority.

TIME OF EXHIBITION—SEVENTEENTH: This license does not include (a) any right to exhibit prior to 6:00 A.M. on the first exhibition date of each respective motion picture, nor (b) any right of exhibition other than on the respective date or dates of exhibition determined as provided hereunder and confirmed in writing by Distributor.

C. O. D. OPTION—EIGHTEENTH: Distributor may at its option deliver to Exhibitor C.O.D. any motion picture hereunder and may add to said C.O.D. the amount of any [illegible] due Exhibitor under this and any other agreement.

ADVERTISING—NINETEENTH: Exhibitor shall advertise each such motion picture as "A PARAMOUNT PICTURE" or as otherwise directed by Distributor and shall otherwise [illegible] in accordance with the form and text of the announcement in the advertising and publicity matter issued by Distributor for each such motion picture.

SCHEDULE

PRODUCTION NUMBER	TITLE OF FEATURE MOTION PICTURES LICENSED	THEATRE	CONSECUTIVE DAYS RUN	EXHIBITION TO INCLUDE FOLLOWING DAYS OF WEEK	LICENSE FEE OR MINIMUM GUARANTEE OR ACCOUNT OF PERCENTAGE OF GROSS RECEIPTS PER PICTURE: LICENSE FEE OR MINIMUM GUARANTEE TOTAL DUE $	PERCENTAGE OF GROSS RECEIPTS	GROSS RECEIPTS PER MOTION PICTURE IN EXCESS OF WHICH DISTRIBUTOR SHARES $
5312	"THE COURT JESTER"	Midtown			Including Preview		

1st week - 50% to 65% Sliding Scale.
2nd, 3rd, 4th and succeeding weeks - 25% to 65% Scale.
Indefinite run minimum 4 weeks engagement to be terminated at distributors option.

SLIDING SCALE

65% if gross reaches $33000 or more.
62½% " " " $30000 up to $33000.
60% " " " $27000 " $30000.
57½% " " " $26000 " $27000.
55% " " " $23000 " $25000.
52½% " " " $21500 " $23000.
50% " " " $20000 " $21900.
47½% " " " $18500 " $20000.
45% " " " $17000 " $18900.
42½% " " " $15500 " $17000.
40% " " " $14000 " $15500.
37½% " " " $13000 " $14000.
35% " " " $12000 " $13000.
32½% " " " $11000 " $12000.
30% " " " $10000 " $11000.
27½% " " " $ 9000 " $10000.
25% " " is less than.....$ 9000.

EXHIBITION ARRANGEMENT

CLEARANCE

See Attached.

(End of Schedule)

THE BUSINESS WHEREIN Wm. GOLDMAN THEATRES the Exhibitor operating the Midtown

SITUATED IN Philadelphia, Pa. executed this application on 1/27/56 (Date)

EXHIBITOR AFFIRMS THAT THE LICENSE FOR THIS FEATURE PICTURE SPECIFIED IN THE SCHEDULE HEREOF WAS NEGOTIATED SEPARATELY WITHOUT RELATION TO, OR CONDITIONED UPON, THE LICENSING OF ANY OTHER FEATURE MOTION PICTURE, OR UPON ITS EXHIBITION IN ANY OTHER THEATRE, AND THAT THE TERMS AGREED UPON WERE DETERMINED BY PICTURE [illegible] OF THEATRE.

PARAMOUNT FILM DISTRIBUTING CORPORATION

By [signature]

Wm. GOLDMAN THEATRES

By [signature]

EXHIBITOR'S COPY | BRANCH COPY | DIVISION OFFICE COPY | EXHIBITOR'S APPLICATION COPY

FEB

MIDTOWN THEATRE
1412 CHESTNUT STREET
PHILADELPHIA, PA.

Available National Release Date

First Run Wilmington to be available 7 days after opening date.
First Run Philadelphia, Pa.

14 days: First Run Camden, N.J.
First Run Chester, Pa.
First Run Coatesville, Pa.
First Run Morristown, Pa.
First Run West Chester, Pa.

21 days: Palace, Philadelphia, Pa.
Oxford, Oxford, Pa.

days: Ambler, Ambler, Pa.
First Run Ardmore, Pa.
First Run Bristol, Pa.
Main Line Dr. In, Devon, Pa.
First Run Doylestown, Pa.
Jerktown, Elkins Park, Pa.
First Run Glenside, Pa.
Hatboro, Hatboro, Pa.
Auditorium, Kennett Square, Pa.
Lincoln Dr. In, Langhorne, Pa.
First Run Lansdale, Pa.
Towne, Levittown, Pa.
Media, Media, Pa.
Roosevelt Dr.In, Middletownship, Pa.
Bucks County Dr.In, Neshaminy, Pa.
First Run Phoenixville, Pa.
First Run Quakertown, Pa.
Sevil, Sellersville, Pa.
Broad, Souderton, Pa.
309 Dr.In, Spring House, Pa.
69th St. Upper Darby, Pa.
Tower, Upper Darby, Pa.
Anthony Wayne, Wayne, Pa.
Grove, Willow Grove, Pa.

28 days: Band Box, Philadelphia, Pa.
Benn, Philadelphia, Pa.
Broadway, Philadelphia, Pa.
Bromley, Philadelphia, Pa.
Carman, Philadelphia, Pa.
City Line Center Philadelphia, Pa.
Crest, Philadelphia, Pa.
Erlen, Philadelphia, Pa.
Esquire, Philadelphia, Pa.
Iris, Philadelphia, Pa.
Lansdale, Philadelphia, Pa.
Locust Philadelphia, Pa.
Logan Philadelphia, Pa.
Mayfair(N) Philadelphia, Pa.
Merben Philadelphia, Pa.
Midway Philadelphia, Pa.
New Colonial, Philadelphia, Pa.
Nixon, Philadelphia, Pa.
Orpheum, Philadelphia, Pa.
Oxford, Philadelphia, Pa.
Regal, Philadelphia, Pa.
Rivoli, Philadelphia, Pa.
Rockland, Philadelphia, Pa.
Roosevelt, Philadelphia, Pa.
Roxy, Philadelphia, Pa.
Savoia, Philadelphia, Pa.
State, Philadelphia, Pa.
Strand(Gtn) Philadelphia, Pa.
Uptown, Philadelphia, Pa.

COPIES TO:
H.O. CONTRACT DEPT.
DIVISION MAN.
BRANCH MANAGER

PARAMOUNT FILM DISTRIBUTING CORPORATION

ANALYSIS OF CREDIT DIFFICATION REQUEST

DEPOSIT SLIP No. 216

THEATRE MIDTOWN TOWN PHILA PA BRANCH PHILA

PICTURE	PLAY TIME	ORIGINAL TERMS	PLAYED (DAYS)	W/E	NET GROSS	UNIT GROSS	RENTAL-ORIGINAL TERMS	% EARNED	REMAINDER	UNIT REMAINDER	PROPOSED ADJUSTMENT: PLAY TIME	TERMS	RENTAL	% EARNED	REMAINDER	UNIT REMAINDER	AMOUNT OF CREDIT	HOME OFFICE APPROVAL
YESTER.	7	50-65% S.S.	F TH	10	6,750	1078	1838	57	8390	839	7	42½%	713	42.5	9688	965	1058	[illegible]
(1ST WEEK)																		
TOTAL											TOTAL AMOUNT OF CREDIT							

FOR HOME OFFICE COMMENT

3/2/12 Pres

1 week

50% - 42.5%

Pres 3/2/12 Pres

3/3 - 3/12

gr 16,775.58 APPROVED MAR 14 19

8,359.79

2/c 2/14/12 - gr 16,775.58 - 8359.79

Final

COMPARISON

PICTURE	PLAY TIME	FINAL TERMS	PLAYED (DAYS) W.	NET GROSS	UNIT GROSS	FINAL RENTAL	% EARNED	REMAINDER	UNIT REMAINDER

BRANCH EXPLANATION FOR CREDIT REQUEST

MR. OHEN APPROVED THIS DEAL TO BE REVIEWED ON SCALE WITH A FLOOR OF 40%.
PICTURE EARNED 42½% AND IS BEING SUBMITTED FOR HOME OFFICE APPROVAL.

713.32
258.42

Exhibit P-20

2415a

PARAMOUNT FILM DISTRIBUTING CORPORATION

BRANCH Phila. Pa.

FORM 2863 NO.	216
DATE H.O. APPROVAL	3/24/56

EXHIBITOR OR CIRCUIT	WEEK ENDING	ZONE	CIRCUIT
Wm. Goldman Theas	3/27/56	eff	Goldman

PRODUCTION NUMBER	TITLE	ORIGINAL TERMS NO. DAYS	ORIGINAL TERMS DAYS	ORIGINAL TERMS	SUPERSEDING TERMS NO. DAYS	SUPERSEDING TERMS DAYS	SUPERSEDING TERMS
512	COURT JESTER	7	Fri	TERMS 1st wk Insl.Prov. 50%-65% S.S.	7	Fri	TERMS 1st wk Insl.Prov. 42 1/2%

BILLINGS		PLAY DATES	ADMISSION RECEIPTS	EXTENDED ON CUSTOMERS LEDGER	FILM RENTAL	TAX	TOTAL
	ORIGINAL	2/2/56 Prov 2/3-9/56	$ 16,779.58	W/E 2/4/56	$ 8389.79	$	$
	SUPPLEMENTARY			W/E			
CREDIT PREVIOUSLY GRANTED				W/E			
AMOUNT OF CREDIT				By W/E	1258.47		

THEATRE

Kirkham

Philadelphia, Pa.

"FIRST WEEK"

Corrected film rental - $7131.32

FILM RENTAL CREDIT

HOME OFFICE CONTRACT COPY

57

Jan 17/55

My offer on Common Tile first run Phila. is as follows:- Multicolor Textured independent run, starting on or about Feb 9th

Terms:- Guarantee $75,000 or equal 90% of the gross on sales of $5000- per week. Advertising paid by distributor.

William Johnson

1/18/55 Mfg mg

EXHIBIT P-27.

Law Offices
SMYTH, STRAUB & THISTLE
742 Widener Building
Chestnut & Juniper Streets
Philadelphia 7, Pa.

RIttenhouse 6-0288

David J. Smyth
Gustave F. Straub
Thomas M. Thistle

Joseph A. McTear
Joseph Parks

April 8, 1954

Paramount Film Distributing Corp.
248 North 12th St.
Philadelphia, Pa.

Gentlemen:

Please be advised that we represent the Viking Theatre Corporation, a Pennsylvania corporation, with theater and office at the S. E. Cor. 19th and Chestnut Sts., Philadelphia, Pennsylvania.

The theater is now being completely renovated, redecorated and air conditioned and will include the latest motion picture equipment—Cinemascope and Stereophonic Sound.

It will be completed and ready for opening on or about May 8th, 1954.

The Corporation is spending approximately $300,000. in completing these renovations and installations, exclusive of the purchase price of the building.

The Viking Theatre Corporation desires to share your product or the right to bid upon the same for exhibition by it, the Corporation, in the central City area of Philadelphia.

Kindly send your availabilities direct to the Viking Theatre Corporation.

Your prompt acknowledgment to us of the receipt of this letter would be appreciated.

Very truly yours,

SMYTH, STAUB & THISTLE

Gustave F. Straub

GFS:H

EXHIBITOR'S COPY

PARAMOUNT FILM DISTRIBUTING CORPORATION

SEAT

PHILADELPHIA, PA. | ZONE MARKET | TOWN—STATE PHILA., PA.

MR. U.J. SMITH | THEATRE(S) STANLEY

PRINTING OR ALTERATION OF PRINTS—SIXTEENTH: Exhibitor shall exhibit each print in its entirety and shall not copy, duplicate, subrent or part with possession of the print or any thereof without written or telegraphic consent of Distributor, cut or alter any print except to make necessary reborts or when required by any duly constituted

DATE OF EXHIBITION—SEVENTEENTH: This license does not include (a) any right to exhibit prior to A.M. on the first exhibition date of each respective motion picture licensed hereunder or any right of exhibition other than on the respective date or dates of exhibition determined as provided hereunder and confirmed in writing by Distributor

C. O. D. OPTION—EIGHTEENTH: Distributor may, at its option, deliver to Exhibitor C.O.D. any motion picture hereunder and may add to said C.O.D. the amount of any transportation owed by Exhibitor to Distributor under this and any other agreement.

ADVERTISING—NINETEENTH: Exhibitor shall advertise each such motion picture as "A PARAMOUNT PICTURE" or as otherwise directed by Distributor and shall otherwise fully and faithfully comply with the form and text of the announcement in the advertising, exploitation and publicity matter issued by Distributor for each such motion picture.

SCHEDULE

DUCTION NUMBER	TITLE OF FEATURE MOTION PICTURES LICENSED	THEATRE	CONSECUTIVE DAYS RUN	EXHIBITION TO INCLUDE FOLLOWING DAYS OF WEEK	LICENSE FEE OR MINIMUM GUARANTEE ON ACCOUNT OF PERCENTAGE OF GROSS RECEIPTS PER PICTURE: LICENSE FEE OR MINIMUM GUARANTEE PER PICTURE	LICENSE FEE OR MINIMUM GUARANTEE ON ACCOUNT OF PERCENTAGE OF GROSS RECEIPTS PER PICTURE: PERCENTAGE OF GROSS RECEIPTS PER PICTURE	GROSS RECEIPTS PER MOTION PICTURE IN EXCESS OF WHICH DISTRIBUTOR SHARES
5485	"STRATEGIC AIR COMMAND"	Stanley	length of run to be determined entirely by the distributor.		$	%	$

90% of all net box office receipts in excess of $7,500 for each individual week of the engagement. (This figure is computed without the cost of any short subjects or newsreels. Should any shorts or newsreels be required for this program, the cost of such subjects is to be added to the expense figure each week.

ADVERTISING

All advertising is to be paid by the distributor.

Any additional equipment that is required for the exhibition of "STRATEGIC AIR COMMAND" shall be furnished and installed by Paramount.

Distributor retains complete title to the 2 horizontal projection machines to be installed in the exhibitor's theatre for this engagement, and distributor reserves the right to dispose of said machines as it sees fit in the close of said engagement.

EXHIBITION ARRANGEMENTS

H

CLEARANCE

End of Schedule

IN WITNESS WHEREOF Mr. Ted Hinsky the Exhibitor operating the Stanley

This [illegible] of Phila., Pa. [illegible] 3/30/55.

[illegible] HEREBY AFFIRMS THAT THE LICENSE FOR EACH FEATURE PICTURE SPECIFIED IN THIS SCHEDULE HEREOF FOR SAID THEATRE, WAS NEGOTIATED SEPARATELY AND APART WITHOUT RELATION TO OR CONDITIONED UPON THE LICENSING OF ANY OTHER FEATURE MOTION PICTURE OR UPON ITS EXHIBITION IN ANY OTHER THEATRE AND THAT THE TERMS AGREED UPON WERE DETERMINED PICTURE BY PICTURE, AND THEATRE BY THEATRE.

PARAMOUNT FILM DISTRIBUTING CORPORATION

STANLEY WARNER CORP.

Exhibitor

I

PARAMOUNT FILM DISTRIBUTING CORPORATION

248 No 12TH ST PHILADELPHIA 7, PA.

March 11, 1955

Mr. Jay Wren
Viking Theatre
19th & Chestnut Streets
Philadelphia, Penna.

Dear Jay:

We hereby offer you the opportunity of negotiating competitively with theatres listed on the attached form for the exhibition rights to a Special Advance Engagement of "STRATEGIC AIR COMMAND" in your city.

Paramount's sensational VistaVision Technicolor attraction "STRATEGIC AIR COMMAND" starring James Stewart and June Allyson will present to the public for the first time, the most scientific advancement in our industry's history. The most recent technological development utilizing double-frame and horizontal projection will result in a picture on the screen that will be larger, sharper, more brilliant and truer to life in depth perspective than any previously exhibited motion picture.

This new and revolutionary method of projection requires that this picture be merchandised in a highly specialized manner.

For this limited number of Special Advance Engagements (approximately only 8 cities) in the United States, we are confined in our selection of cities by the limited number of double-frame projectors available. Your city has been selected as one of the very few which will have the opportunity of introducing double-frame horizontal projection when "STRATEGIC AIR COMMAND" is first presented in your city.

We believe that "STRATEGIC AIR COMMAND", with its double-frame horizontal projection, will prove to be the highest form of screen entertainment. It is, therefore, expected that this tremendous boxoffice attraction will create the greatest public boxoffice enthusiasm of any picture yet exhibited.

We feel it most important, from the exhibitor's standpoint as well as our own, that we secure the greatest possible advantages in exhibition quality. We, therefore, must look to those exhibitors who have theatres that are basically suitable in size and structure and technically adaptable for the installation requirements and proper presentation for this new medium.

Our engineers have been making surveys to determine which theatres are suitable and adaptable for the use of this medium for exhibiting "STRATEGIC AIR COMMAND".

PARAGRAPH 8:- In order that your theatre may be properly adapted for this Special Advance showing, it must have adequate room in the projection booth for the installation of two horizontal projectors in addition to the machines which you already have (retaining at least two conventional machines), power, motor turnover and sound wiring for two machines, adequate power for high "condesent" type lamphouses, approximately

PARAMOUNT FILM DISTRIBUTING CORPORATION

r. Jay Wren March 11, 1955

30 amperes, proper projection and viewing ports, a large screen frame with a curvature recommended by Paramount, a screen with dimensions meeting our requirements and recommendations, such screen to be of the metalized seamless type and to be properly masked keeping with Paramount's recommendations. All to be installed and available for exhibition as stipulated in the attached Request for Offer.

the picture is licensed to you, it will be our obligation to loan to you only for this pecial Advance Engagement of "STRATEGIC AIR COMMAND", two horizontal projection machines, e installation of which the exhibitor will be responsible. These two projectors represent a cost to us in excess of $10,000. After the run of the picture, the machines y be removed by us.

evaluating all competitive bids submitted and in making our decision and award, we ll give consideration to the kind and character of your theatre, film rental, terms ffered, the theatre's size and location and the equipment which each exhibitor, as rt of this offer, agrees to provide for this engagement, as well as the grossing potenial of the theatre.

you desire to negotiate for this "SPECIAL ADVANCE ENGAGEMENT", we are enclosing form our Request for Offer to be used for such purpose. It is necessary that you supply l the data called for by this form.

reserve the right to have a technical representative inspect the theatres submitting ffers in order to be assured that the theatre has been properly equipped for the resentation of horizontal double-frame projection as agreed to in the offer.

r your guidance in submitting an offer for this "Special Advance Engagement", please te the following:

(A) Minimum terms will be 90% of the gross to the Distributor over your accepted house expense figure.

(B) Advertising expense (above Exhibitor's budget which is included in the house expense figure) will be paid for by the Distributor.

(C) All offers must specify playing time, with definite provision for extended run, to be determined on the basis of gross receipts.

(D) For your ready reference, we are attaching a sample of the contract form.

Very truly yours,

ULRIC F. SMITH
Branch Manager

FS:ED

Philadelphia October 9,1954

Home Office Mr.Julius Lapidus

Dear Mr.Lapidus-

Please find attached herewith copy of letter received from Herman Comer, representing the Viking Theatre Corporation, for your perusal.

Cordially yours,

Branch Manager.

CK:miller/mr
cc-Mr.[illegible]

[illegible]

Comer called ~~Comer~~ & advised he
[illegible] Eng. Eng. Alexander
Beach instead. Sent [illegible] Sole
& [illegible] will be returned directly &c.
[illegible] Comer called Comer and advised him
[illegible] he has [illegible] 3 a.m. 2 p.m. American
[illegible]

Form 302-54 25,000 Sets
Par 20 11-53 Bandes

(Contd. from Reverse Side. PAGE 2)
EXHIBITION CONTRACT

White ____ HOME OFFICE
Canary ____ EXCHANGE
Blue ____ EXHIBITOR
Green ____ DIVISION MANAGER
Golden. Rod ____ EXCH. FOLLOW-UP
Pink ____ EXHIBITOR'S MEMO

ALLIED ARTISTS
License Agreement

XXI. SCHEDULE. The following Schedule shall for all purposes be a part of this agreement:

Exchange PHILA., PA. Contract No. 55- ?? Salesman OFFICE Date NOV. 28, 1954

THEATRE	TOWN and STATE	EXHIBITOR
VIKING	PHILA., PA.	Viking Theatre Corp.

DESCRIPTION OF MOTION PICTURES LICENSED	NO. LICENSED	CONSECUTIVE DAYS RUN	DAYS OF WEEK TO BE INCLUDED IN EXHIBITION PERIOD	MINIMUM GUARANTEED LICENSE FEES	DISTRIBUTOR'S SHARE OF ALL GROSS RECEIPTS	GROSS RECEIPTS IN EXCESS OF WHICH DISTRIBUTOR SHARES
TONIGHT'S THE NIGHT		35		$ 27,500.00	AS STIPULATED BELOW	
THIS PRODUCTION IS TO PLAY A MINIMUM OF	FIVE (5)	WEEKS	COMMENCING ON	OR ABOUT JANUARY 25, 1955.		
THE DISTRIBUTOR IS TO RECEIVE A MINIMUM	GUARANTEE OF $ 27,500.00	TO BE PAID BY THE EXHIBITOR				
AT THE RATE OF A MINIMUM OF $ 6,875.00	PER WEEK,	COMMENCING JANUARY 25, 1955.	IT IS UNDERSTOOD			
AND AGREED THAT						
A 6TH WEEK IS TO BE PLAYED IN EVENT THE	5TH	WEEK'S GROSS	RECEIPTS ARE	$ 7,500.00	OR MORE	
A 7TH " " " " " " "	5TH	" "	" "	7,500.00	OR MORE	
AN 8TH " " " " " " "	6TH	" "	" "	7,500.00	" "	
A 9TH " " " " " " "	7TH	" "	" "	7,500.00	" "	
A 10TH " " " " " " "	8TH	" "	" "	7,500.00	" "	

IT IS FURTHER UNDERSTOOD AND AGREED THAT THE ABOVE STIPULATED GUARANTEE OF $ 27,500.00 IS A GUARANTEE AGAINST 50% OF THE GROSS RECEIPTS FOR THE FIRST 2 WEEKS, 40% OF THE GROSS RECEIPTS FOR THE 2ND 2 WEEKS AND 30% OF THE GROSS RECEIPTS FOR SUCCEEDING WEEKS. THE DISTRIBUTOR AGREES TO PAY FOR THE COST OF A 3 DAY NEWSPAPER TRADE CAMPAIGN NOT TO EXCEED $ 2,500.00 AND TO PARTICIPATE TO THE EXTENT OF A MAXIMUM OF $3,000.00 IN CO-OPERATIVE NEWSPAPER AND RADIO [illegible] CAMPAIGN, FOR THE FIRST WEEK. Clearance FOR SUCCEEDING WEEKS, DISTRIBUTOR IS TO PARTICIPATE IN NEWSPAPER ADVERTISING TO THE EXTENT OF 50% NORMAL HOUSE BUDGET OF $ 350.00 FIRST TO BE DEDUCTED. IT IS UNDERSTOOD THAT DISTRIBUTOR'S NET FILM RENTAL AFTER DEDUCTING ALL ADVERTISING COSTS IS TO BE A MINIMUM OF $ [illegible] OR TWENTY-TEN THOUSAND FIVE HUNDRED DOLLARS. ($ 22,500.00)

XXI. "PLAYING ARRANGEMENT: The Exhibitor further agrees to play and pay for all the [illegible] pictures, if and as available and in the order of their release, commencing [illegible] 19 ."

XXII. EXHIBITOR ACKNOWLEDGES: THAT IF TWO OR MORE PICTURES ARE LICENSED HEREUNDER, IT IS FOR THE SAKE OF CONVENIENCE; THAT DISTRIBUTOR DID NOT DIRECTLY OR INDIRECTLY CONDITION THE LICENSE OF ANY ONE OR MORE OF THE PICTURES HEREUNDER UPON THE EXHIBITOR'S AGREEMENT TO LICENSE ANY OTHER PICTURE OR PICTURES; THAT THE LICENSE FOR EACH PICTURE HEREUNDER HAS BEEN OFFERED INDIVIDUALLY AND NEGOTIATED SEPARATELY.

XXIII. DESIGNATION—It is agreed that the respective photoplays which shall constitute each of the rental groups above specified shall be the photoplays which the Distributor shall designate and assign to each such rental group. Such designation shall be made by the Distributor with respect to each photoplay by written notice thereof to the Exhibitor at or before the time that the Distributor gives notice to the Exhibitor of the availability of each such photoplay.

It is further agreed that the specific rental terms to be paid by the Exhibitor with respect to any of the photoplays herein embraced shall be designated by the Distributor to the Exhibitor at or before the time that the Distributor gives notice to the Exhibitor of the availability of such photoplay, and the Exhibitor agrees to play the said photoplay at the terms so specified by the Distributor.

Nothing in this paragraph contained shall be deemed to prevent the Distributor from exercising its right of reapportionment contained in the next paragraph hereof.

XXIV. RE-APPLICATION—The Distributor shall have the right to apply the rental terms (including the Bonus fee and other rental terms specified in the Schedule) of any photoplay herein released to any other photoplay embraced with this agreement, provided, that the Distributor shall at no time increase the total number of photoplays to which the same rental terms may be applied the total of such photoplays contained in a given rental group and as specified in the Schedule, in case the Distributor desires to change the rental terms of any photoplay as above provided, the Distributor shall notify the Exhibitor of the photoplay affected and the terms to be applied to such photoplay at any time before the exhibition thereof by the Exhibitor.

Exhibitor by signing this application acknowledges that the motion picture(s) covered by this agreement, have been offered individually and that the licensing of such picture has not been conditioned upon the licensing of any other picture.

IN WITNESS WHEREOF the Exhibitor, below named, operating the Viking (Theatre)
located at 19th & Chestnut Sts. (Number) (Street) Phila., Pa. (City and State)
on Nov. 28, 1954 (Date Executed) executed this application, which upon written acceptance thereof by the Distributor shall be deemed to be the license of said Exhibitor for the exhibition of said motion picture(s), but only at the said theatre in accordance with the terms and conditions hereof.

ACCEPTED: (Distributor)

By [signature] (Authorized Officer)

Date DEC 6 1954

HOME OFFICE

CUTOFF POSTED

Viking Theatre Corp. (Exhibitor) (Corporation)

By [signature] (Owner) (General Manager) (Officer)

RITTENHOUSE 6-8342 - 43

ALLIED ARTISTS PRODUCTIONS
1241 VINE STREET
PHILADELPHIA 7, PA.

NOVEMBER 24, 1954

MR. H. COMER,
VIKING THEATRE,
19TH & CHESTNUT STS;
PHILA., PA.

DEAR MR. COMER:-

PLEASE BE ADVISED THAT OUR HOME OFFICE HAS APPROVED THE CONTRACT SIGNED BY YOU THIS DATE FOR THE EXHIBITION OF TONIGHT'S THE NIGHT AT THE VIKING THEATRE, FIRST RUN PHILADELPHIA, PA.

THANKING YOU AND TRUSTING YOU WILL HAVE GREAT SUCCESS WITH THIS ATTRACTION, WE ARE,

SINCERELY YOURS,

ALLIED ARTISTS DISTRIBUTING CORP.

M. Gillis

M.GILLIS,
BRANCH MANAGER.

MG:DO

Film 4 weeks prior
1 - 4 weeks
40% - 15%
Excess Terms
45% - 15 to 17500
50 - 17500 to 20M
55 - 22 to 22500
60 - 22500 to 25M
65 - 25M & over

NO AGREEMENT OR ORDER SHALL BE BINDING ON THIS COMPANY UNLESS IN WRITING AND SIGNED BY AN OFFICER

EXHIBIT P-32.

December 13, 1954

Did Not Attend

Mr. Herman Comer
Viking Theatre,
19th & Chestnut
Phila. 2, Pa.

Dear Mr. Comer:

Attached, please find Competitive Bidding Application for first run showing of BATTLE CRY in the city of Philadelphia.

When submitting your offer we request that you include as part of your bid, the starting playdate of February 9 or February 10 or February 11 or February 12.

Cordially yours,

Branch Manager.

CM Beilan/aw

EXHIBITOR: OFFICE
LOCATION: PHILA.

SCHEDULE—EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license:

SCHEDULE

CONTRACT NUMBER: [redacted]

THEATRE	EXHIBITOR	LOCATION OF THEATRE
RANDOLPH	WM. GOLDMAN THEAS. INC.	PHILA., PA.

TITLE OR DESCRIPTION OF PICTURE	Release No.	No. of Consecutive Days	Days of Week	FILM RENTAL: Fixed Rental	FILM RENTAL: Sharing Terms: Guarantee	FILM RENTAL: Sharing Terms: Percentage	TRAILER: No. of Days	TRAILER: Rental	ONLY that is a Part of Schedule
"EAST OF EDEN" CINEMASCOPE ...WARNERCOLOR Print by Technicolor	414	7				50%	7	25.00	

ADDITIONAL TERMS:

Add'l weeks to be negotiated.

APP.

S.S.

P.D.

Exhibitor agrees: (a) to exhibit said picture in Cinemascope; (b) to have, not later than 10 days in advance of the first exhibition date, all suitable equipment and apparatus necessary for such exhibition; and (c) to have all necessary rights and licenses to use the said equipment and apparatus during such exhibition.

RUN — CLEARANCE — PLAYING ARRANGEMENT

See schedule attached.

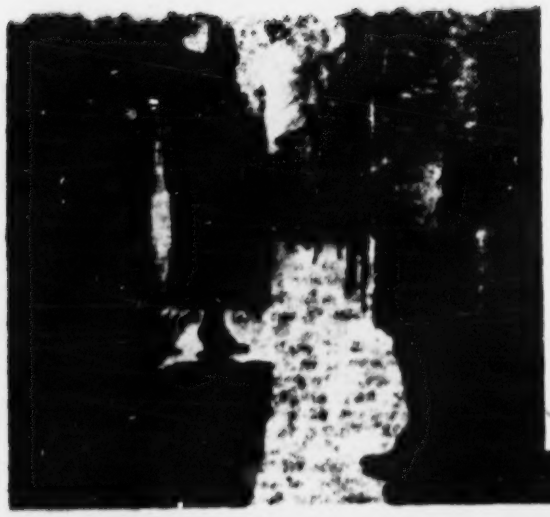
Aman

END OF SCHEDULE

IN WITNESS WHEREOF Exhibitor has, on the 28 day of March 19 5, executed this application.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

Exhibit P 33



JOHN STEINBECK'S

EAST OF EDEN

AN ELIA KAZAN PRODUCTION

CINEMASCOPE ... WARNERCOLOR
... TECHNICOLOR

JULIE HARRIS · JAMES DEAN

ALSO STARRING RAYMOND MASSEY · WITH BURL IVES · SCREEN PLAY BY PAUL OSBORN · DIRECTED BY ELIA KAZAN

SALESMAN: OFFICE
BRANCH: PHILA.

SCHEDULE—EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license:

CONTRACT NUMBER:

SCHEDULE

THEATRE	EXHIBITOR	LOCATION OF THEATRE
RANDOLPH	WM. GOLDMAN THEAS. INC.	PHILA., PA.

TITLE OR DESCRIPTION OF PICTURE	Release No.	No. of Consecutive Days	Days of Week	FILM RENTAL: Fixed Rental	FILM RENTAL: Sharing Terms: Guarantee	FILM RENTAL: Sharing Terms: Percentage	TRAILER: No. of Days	TRAILER: Rental	M.G. WB ONLY Not a Part of Schedule
"EAST OF EDEN" CINEMASCOPE ... WARNERCOLOR Print by Technicolor	414	7				50%	7	25.00	

ADDITIONAL TERMS:

All 1 weeks to be negotiated.

A.R.

S.R.

P.B.

Exhibitor agrees: (a) to exhibit said picture in Cinemascope; (b) to have, not later than 15 days in advance of the first exhibition date, all suitable equipment and apparatus necessary for such exhibition; and (c) to have all necessary rights and licenses to use the said equipment and apparatus during such exhibition.

RUN — CLEARANCE — PLAYING ARRANGEMENT

See schedule attached.

END OF SCHEDULE

IN WITNESS WHEREOF Exhibitor has, on the 28 day of March 19 55, executed this application.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By Office
(The above signature of Warner Bros. Pictures Distributing Corporation, is made only for the purpose of authenticating this application and is not an acceptance thereof.)

The foregoing application is hereby accepted.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

EXHIBITOR

By

By

APR -8 1955

General Manager of Distribution

Exhibit P-33

2427a

OFFICE

BRANCH PHILA.

SCHEDULE—EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license:

SCHEDULE

THEATRE	EXHIBITOR	LOCATION OF THEATRE
RANDOLPH	WM GOLDMAN THEAS., INC.	PHILADELPHIA, PA.

TITLE OR DESCRIPTION OF PICTURE	Release No.	No. of Days	Days of Week	FILM RENTAL			TRAILER		H.O. USE ONLY Not a Part of Schedule
				FIXED RENTAL	SHARING TERMS GUARANTEE	SHARING TERMS PERCENTAGE	No. of Days	RENTAL	
BATTLE CRY In CinemaScope In WarnerColor	411	28				%	7	25.00	

ADDITIONAL TERMS: DISTRIBUTOR TO RECEIVE 70% OF THE GROSS RECEIPTS OF EACH WEEK, BUT IF EXHIBITOR'S 30% OF ANY WEEK, COMPUTED SEPARATELY AND NOT CUMULATIVELY SHALL BE LESS THAN THE TOTAL FOR SUCH WEEK OF:

(A) $7,500.00
(B) EXHIBITOR'S SHARE OF ALL ADVERTISING COSTS, AND
(C) 10% OF THE GROSS RECEIPTS

THEN DISTRIBUTOR'S FILM RENTAL FOR THAT WEEK SHALL BE THE GROSS OF SUCH WEEK MINUS THE TOTAL OF (A), (B), AND (C).
PICTURE TO PLAY MINIMUM OF 4 WEEKS, DISTRIBUTOR TO RECEIVE A MINIMUM OF 50% OF GROSS FOR THE FIRST 2 WEEKS AND A MINIMUM OF 40% OF GROSS FOR THE THIRD AND FOURTH WEEKS. ANY ADDITIONAL TIME OVER THE 4 WEEKS TO BE NEGOTIATED. all suitable equipment and appliances necessary for said exhibition and to have all necessary rights and licenses to use the said equipment and same at and during such exhibition.

APP.

S.C.

P.D.

RUN — CLEARANCE — PLAYING ARRANGEMENT

SEE SCHEDULE ATTACHED.

END OF SCHEDULE

IN WITNESS WHEREOF, I have hereunto set my hand this 7 day of Jan 19 55 executed this application

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By OFFICE
(Signature of Warner Bros. Pictures Distributing Corp. executive authorized for the purpose of authenticating this application and binding the corporation thereto)

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

WM GOLDMAN THEATRES, INC.

Exhibit P-34

2428a

EXHIBIT P-35.

VIKING THEATRE CORP.

Chestnut St. at 19th—Phila. 3, Pa. Locust 7-2900

July 15, 1955

Mr. Charles Beilan
Warner Bros. Picts. Distr. Corp.
Phila., Pa.

Dear Charlie:

In reply to your request of July 13, 1955, inviting us to competitively negotiate for the first run exhibition of the motion picture, THE McCONNELL STORY, we herewith submit the following offer for the Viking Theatre.

TERMS

Distributor to receive 80% of each week's gross receipts after deducting from each week's gross receipts the following items before computing film rental:

(A) $5250. weekly house expense

(B) Actual cost of shorts and news shown during the week

(C) Advertising:

1. Pre-opening and First week—all advertising including teaser and first week's newspaper ads, and the necessary engravings; radio and TV announcements; painting costs and rental of four painted billboards and daters; rental for 14 twenty eight sheet billboards; all lobby and front displays; marquee valance; exploitation etc.

2. Subsequent weeks—all newspaper advertising and engraving; weekly rental for four painted billboards and 14 twenty eight sheet billboards as well as any additional radio and TV announcements, exploitation, etc.

PLAYDATE & LENGTH OF RUN:

(a) Approximately on availability which we have been advised is on or about August 25th.

(b) Guaranteed run of four (4) weeks.

(c) Picture to be held for additional periods of seven (7) days if the gross receipts for the first four (4) days of the week immediately preceding average $900. per unit, i.e., 3/10 for Saturday, 2/10 for Sunday, and Holidays; 1/10 for each other day.

RUN:

First run Philadelphia

CLEARANCE

See attached schedule

Kindest personal regards.

Sincerely

Signed: JAY WREN

SALESMAN

BRANCH

SCHEDULE—EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license:

SCHEDULE

CONTRACT NUMBER 0-4399

THEATRE	EXHIBITOR	LOCATION OF THEATRE
[illegible]	WM. [illegible] AMUS. INC.	HILL, PA.

TITLE OR DESCRIPTION OF PICTURE	Release No.	No. of Consecutive Days	Days of Week	FILM RENTAL			TRAILER		H.O. USE ONLY Not a Part of Schedule
				FIXED RENTAL	SHARING TERMS GUARANTEE	SHARING TERMS PERCENTAGE	No. of Days	RENTAL	
THE McCONNELL STORY CinemaScope Award	502	7				40%	7	25.00	

ADDITIONAL TERMS:

APP.

S.C.

P.D.

Exhibitor agrees: (a) to exhibit said picture in Cinemascope, (b) to have, not later than 15 days in advance of the first exhibition date, all suitable equipment and appliances necessary for such exhibition, and (c) to have all necessary rights and licenses to use the said equipment and apparatus during such exhibition.

RUN — CLEARANCE — PLAYING ARRANGEMENT

See schedule attached

END OF SCHEDULE

IN WITNESS WHEREOF Exhibitor has this 7 day of Sept., 195[illegible], executed this application.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

[illegible] hereby accepted.

By

Exhibit P-36

JAMES WHITMORE TED SHERDEMAN [illegible] JOLEE HENRY BLANKE GORDON DOUGLAS

SALESMAN	BRANCH
[illegible]	[illegible]

SCHEDULE—EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license:

SCHEDULE

CONTRACT NUMBER
0-4399

THEATRE	EXHIBITOR	LOCATION OF THEATRE
[illegible]	[illegible] MEDIAN THEAS. INC.	HILA., PA.

TITLE OR DESCRIPTION OF PICTURE	Release No.	No. of Consecutive Days	Days of Week	FILM RENTAL			TRAILER		H.O. USE ONLY Not a Part of Schedule
				FIXED RENTAL	SHARING TERMS GUARANTEE	SHARING TERMS PERCENTAGE	No. of Days	RENTAL	
THE McCONNELL STORY CinemaScope	503	7				40%	7	25.00	

ADDITIONAL TERMS:

APP.

S.C.

P.D.

Exhibitor agrees (a) to exhibit said picture in Cinemascope, (b) to have, not later than 15 days in advance of the first exhibition date, all suitable equipment and acts as are necessary for such exhibition; and (c) to have all necessary rights and licenses to use the said equipment and apparatus during such exhibition.

RUN—CLEARANCE—PLAYING ARRANGEMENT

See memo to attached

END OF SCHEDULE

IN WITNESS WHEREOF Exhibitor has executed this application this 7 day of Sept., 19[illegible]5

The foregoing application is hereby accepted

[illegible], 19[illegible]5

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By [illegible]

(The above signature of Warner Bros. Pictures Distributing Corporation is made only for the purpose of authenticating this application and is not an acceptance thereof.)

EXHIBITOR [illegible] Inc.

By [illegible]

Exhibit P-36

2431a

EXHIBIT P-37.

August 2, 1955

Mr. Charles Beilan
Warner Bros. Pictures Dist. Corp.
230 North 13th Street
Philadelphia, Pa.

Dear Charlie:

In reply to your request of July 26, 1955, inviting us to competitively negotiate for the first-run exhibition of the motion picture, PETE KELLY'S BLUES, we herewith submit the following offer for the Viking Theatre:

TERMS:

Distributor to receive 80% of each week's gross receipts after deducting from each week's gross receipts the following items before computing film rental:

(a) $5250. weekly house expense

(b) Actual cost of shorts and news shown during the week

(c) Advertising:

1. Pre-opening and First Week—all advertising including teaser and first week's newspaper ads, and the necessary engravings; radio and TV Announcements; painting costs and rental of four painted billboards and daters; rental for 14 twenty-eight sheet billboards; all lobby and front displays; marquee valance; exploitation, etc.

2. Subsequent Weeks—all newspaper advertising and engravings; weekly rental for four painted billboards and 14 twenty-eight sheet billboards as well as any additional radio and TV announcements, exploitation, etc.

PLAYDATE & LENGTH OF RUN:

(a) Approximately on availability

(b) Guaranteed run of four (4) weeks.

(c) Picture to be held for additional periods of seven (7) days if gross receipts for the first four (4) days of week immediately preceding average $900. per unit, i.e., 3/10 for Saturday, 2/10 for Sunday and Holidays, 1/10 for each other day.

RUN:

First-run Philadelphia

CLEARANCE:

See attached schedule

Kindest personal regards.

Sincerely,

JAY WREN
Jay Wren

JW:jh
enc.

SALESMAN
BRANCH
PHILA.

SCHEDULE—EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license.

SCHEDULE

CONTRACT NUMBER
6-1398

THEATRE	EXHIBITOR	LOCATION OF THEATRE
GOLDMAN	WM. GOLDMAN THEAS. INC.	PHILA., PA.

TITLE OR DESCRIPTION OF PICTURE	Release No.	No. of Consecutive Days	Days of Week	FILM RENTAL			TRAILER		H.O. USE ONLY Not a Part of Schedule
				FIXED RENTAL	SHARING TERMS GUARANTEE	SHARING TERMS PERCENTAGE	No. of Days	RENTAL	
PETE KELLY'S BLUES (CinemaScope)	421	7				50%	7	25.00	

ADDITIONAL TERMS:

APP

S.C.

P.D.

Exhibitor agrees: (a) to exhibit said picture in Cinemascope; (b) to have, not later than 15 days in advance of the first exhibition date, all suitable equipment and apparatus necessary for such exhibition; and (c) to have all necessary rights and licenses to use the said equipment and apparatus during each exhibition.

RUN — CLEARANCE — PLAYING ARRANGEMENT

See schedule attached

Amem

END OF SCHEDULE

IN WITNESS WHEREOF Exhibitor has, on the 7 day of Sept. 19 58, executed this agreement.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

Exhibit P-38

SALESMAN	SCHEDULE—EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license.	CONTRACT NUMBER
BRANCH PHILA.	SCHEDULE	04396

THEATRE	EXHIBITOR	LOCATION OF THEATRE
GOLDMAN	WM. GOLDMAN THEAS, INC.	PHILA., PA.

TITLE OR DESCRIPTION OF PICTURE	Release No.	No. of Consecutive Days	Days of Week	FILM RENTAL			TRAILER		H.O. USE ONLY Not a Part of Schedule
				FIXED RENTAL	SHARING TERMS GUARANTEE	SHARING TERMS PERCENTAGE	No. of Days	RENTAL	
PETE KELLY'S BLUES Cinemascope	421	7				50%	7	25.00	

ADDITIONAL TERMS:

APP

S.C.

P.J.

Exhibitor agrees: (a) to exhibit said picture in Cinemascope; (b) to have, not later than 15 days in advance of the first exhibition date, all suitable equipment and apparatus necessary for such exhibition; and (c) to have all necessary rights and licenses to use the said equipment and apparatus during such exhibition.

RUN — CLEARANCE — PLAYING ARRANGEMENT

See schedule attached

END OF SCHEDULE

IN WITNESS WHEREOF Exhibitor has, on the 7 day of Sept., 19 55, executed this Schedule.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By Office
(The above signature of Warner Bros. Pictures Distributing Corporation, is made on file for the purpose of authenticating this application and is not an acceptance thereof.)

EXHIBITOR Wm. Goldman Theas, Inc.

The foregoing application is hereby accepted.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION SEP 21 1955

By _____
General Manager of Distribution

Exhibit P 38

2434a

EXHIBIT P-39.

September 7, 1955

Mr. Charles Beilan
Warner Bros. Pictures Dist. Corp.
230 North 13th Street
Philadelphia, Pa.

Dear Charlie:

In reply to your request of August 26, 1955, inviting us to competitively negotiate for the first-run exhibition of the motion picture, BLOOD ALLEY, we herewith submit the following offer for the Viking Theatre:

TERMS: The distributor's share of the gross receipts, computed separately and not cumulatively, during any week shall be 90% of the gross receipts after deducting:

(a) $5070.19 weekly house expense

(b) weekly cost of shorts and news shown during the exhibition not to exceed $150. per week

(c) the cost of any additional help or overtime.

PLAYING TIME: Three (3) weeks.

If second week's gross equals or exceeds $10,500., BLOOD ALLEY will be held for a fourth week.

If third week's gross equals or exceeds $10,500., picture will be held for a fifth week.

ADVERTISING: Distributor shall pay all advertising costs for the engagement including:

(a) Pre-opening and First Week—all newspaper ads and the necessary engravings, radio and TV

announcements, if any; all publicity and exploitation. In addition, painting and rental of four painted billboards and daters costing $1040. and 14 28 sheet billboards and 24 sheets for same costing $338.35.

(b) Subsequent Weeks—all newspaper advertising and engravings.

RUN: First-run Philadelphia

CLEARANCE: See attached schedule.

Kindest regards.

Sincerely,

JAY WREN
Jay Wren

JW:jh
enc.

CinemaScope

WILLIAM A. WELLMAN

SALESMAN: OFFICE
BRANCH: PHILA.

SCHEDULE: The following Schedule and all of the written and printed provisions hereof are part of this license:

CONTRACT NUMBER

THEATRE	EXHIBITOR	LOCATION OF THEATRE
STANLEY	STANLEY WARNER MGT CORP	PHILA. PA.

TITLE OR DESCRIPTION OF PICTURE	Pressbook No.	Run: Days	Run: Weeks	FILM RENTAL: Flat Rental	FILM RENTAL: Sharing Terms: Guarantee	FILM RENTAL: Sharing Terms: Percentage	TRAILER: No. of Days	TRAILER: Rental	No. of Days Only When a Part of Show
"BLOOD ALLEY" CinemaScope — WarnerColor	503	3 weeks				5—see below	7	15.00	

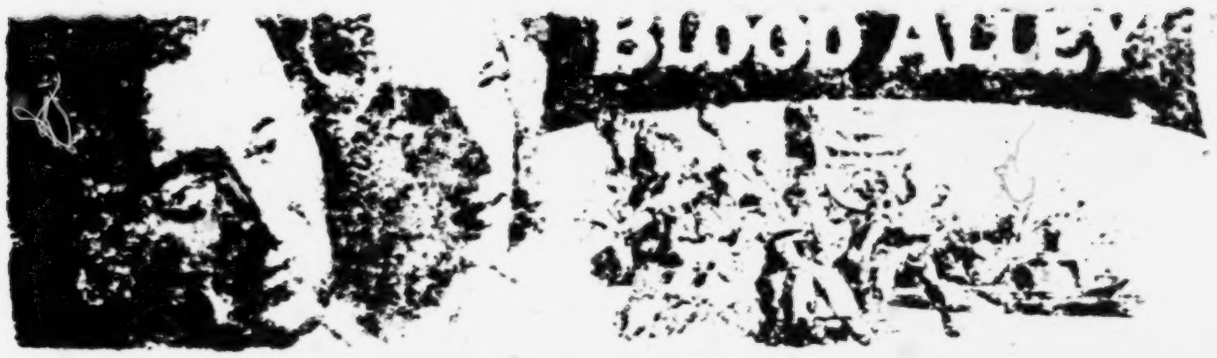
ADDITIONAL TERMS.

1st week: 40% sealed to 50%
2nd week: 35% " " 50%
3rd week: 30% sealed to 50%

and all playing time beyond the third week a percentage of the net box office receipts in accordance with the sliding scale of percentages. Will play picture for a fourth week if the gross in the second week is 16,000.00 or more, and will play picture for a fifth week if the gross in the third week is $16,000.00 or more, and so on.

See scale attached

Exhibitor agrees not to exhibit said picture at any performance (1) to which persons not later than [illegible] admitted free or at reduced admission by means of passes or complimentary tickets or otherwise, or (2) at which persons are admitted free or at reduced admission by means of [illegible] or (3) at which persons are admitted free or at reduced admission by means of [illegible] or (4) at which persons are admitted free or at reduced admission by means of [illegible] or



WILLIAM A. WELLMAN

SALESMAN: OFFICE
BRANCH: PHILA.

Schedule [illegible] The following schedule and all terms and provisions hereof are part of this license:

CONTRACT NUMBER

THEATRE: STANLEY

DISTRIBUTOR: STANLEY WARNER MGT CORP

LOCATION OF THEATRE: PHILA. PA.

TITLE OR DESCRIPTION OF PICTURE	Previous No.	FILM RENTAL: No. of Days	No. of Weeks	FILM RENTAL: GUARANTEE	FILM RENTAL: SHARING TERMS: PERCENTAGE	TRAILER: No. of Days	TRAILER: RENTAL	H.O. ONLY: Not a Part of Schedule
"BLOOD ALLEY" CinemaScope — WarnerColor	507	3	3 weeks		% see below	7	15.00	

ADDITIONAL TERMS.

1st week: 40% scaled to 50%
2nd week: 35% " " 50%
3rd week: 30% scaled to 50%

and all playing time beyond the third week a percentage of the net box office receipts in accordance with the sliding scale of percentages. Will play picture for a fourth week if the gross in the second week is $16,000.00 or more, and will play picture for a fifth week if the gross in the third week is $16,000.00 or more, and so on.

See scale attached

Exhibitor agrees to exhibit said picture at the theatre above mentioned for the run and at the time and in the manner specified herein, and to pay the rental therefor as herein provided. This contract is subject to the terms and conditions printed on the back hereof, which are hereby made a part hereof, and to the general terms and conditions of the current exchange agreement between the parties hereto, if any, applicable to the territory in which the theatre is situated, which are hereby made a part hereof, and to any special terms and conditions attached hereto.

RUN — CLEARANCE — PLAYING ARRANGEMENT

See attached.

e f

END OF SCHEDULE

IN WITNESS WHEREOF, Exhibitor has executed this agreement on the 12 day of Sept, 19 55, or authorized its application.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By: OFFICE

EXHIBITOR: STANLEY WARNER MGT CORP.

By: [signature]

Exhibit P 40

2437a

~~SCALE~~

STANLEY, PHILADELPHIA, PA. + MAST

"BLOOD ALLEY"

50%	if gross exceeds		34,500.
47½%	"	is from 31,675. to	34,499.
45%	"	" " 28,850. "	31,674.
42½%	"	" " 26,975. "	28,849.
40%	"	" " 25,100. "	26,974.
37½%	"	" " 23,650. "	25,099.
35%	"	" " 22,200. "	23,649.
32½%	"	" " 21,000. "	22,199.
30%	"	" " 19,800. "	20,999.
27½%	"	" " 17,500. "	19,799.
25%	"	" " 16,000. "	17,499.

EXHIBIT P-41.

VIKING THEATRE CORP.

Chestnut St. at 19th—Phila. 3, Pa. LOC 7-2900

Nove. 22, 1955

Mr. C. Beilan
Warner Bros. Film Distr. Corp.
230 North 13th St.
Phila., Pa.

Dear Charlie:

In reply to your request of November 14, 1955, inviting us to competitively negotiate for the first run exhibition of the motion picture, HELEN OF TROY, we herewith submit the following offer for the Viking theatre:

TERMS: $13,500.00 minimum guarantee vs: *

The distributor's share of the gross receipts during any week, computed separately & not cumulatively, shall be 90% of the gross receipts after deducting:

(a) 4970.19 weekly house expense

(b) cost of shorts and news shown during the exhibition not to exceed 150. per week

(c) the cost of any additional help or overtime designed to produce additional revenue at the box office, regardless of whether such additional revenue is produced.

* Guarantee to cover entire engagement.

PLAYING TIME: Minimum of three (3) weeks starting approximately on availability.
If the second week's gross equals or exceeds 14,500. picture will be held for a fourth week.

ADVERTISING: Distributor to pay the cost of all forms of advertising, publicity and exploitation including:

(a) Pre-opening and first week—all teaser ads and first week's newspaper ads and the necessary engravings; radio and TV announcements; all lobby and front displays; marquee valance, as well as

(1) 5 painted billboards, 4 @ $220. each and 1 @ $135.	1015.00
(2) weekly rental of 5 painted billboards @ $10. each	50.00
(3) weekly rental of 15-24 sheet boards @ $88.70 per week	88.70
	1153.70

(b) Subsequent weeks—all newspaper advertising and engravings as well as

(1) weekly rental of 5 painted boards @ 10.00 each	50.00
(2) weekly rental of 15-24 sheet boards @ 88.70	88.70
	138.70

RUN: First run Philadelphia

CLEARANCE: See attached schedule.

Kindest regards.

Sincerely

WARNER BROS.-FIRST NATIONAL PRODUCTIONS

DISTRICT

BRANCH Phil. A.

SCHEDULE ELEVENTH: The following Schedule and all of the written and printed parts thereof are a part of this license.

SCHEDULE

CONTRACT NUMBER 6-2316

THEATRE	EXHIBITOR	LOCATION OF THEATRE
KARTMAIN	[illegible]Y [illegible]GT CORP.	Phila., Pa.

TITLE OR DESCRIPTION OF PICTURE	Release No.	No. of Consecutive Days	Days of Week	FILM RENTAL			TRAILER	
				FIXED RENTAL	SHARING TERMS		No. of Days	RENTAL
					GUARANTEE	PERCENTAGE		
[illegible] OF [illegible]Y		21				5-see be ow	7	15.00

ADDITIONAL TERMS: To play minimum of 3 weeks at following terms:
1st week- 70% of the net box office receipts to the distributor, however, the exhibitor's 30% will not be less than -1-$10,848.00
2.10% of the net box office rec.
3.The exhibitor's 30% of n't.
2nd. Guarantees that the distributor's share of the film rental for the 2nd week will not be less than 50% of the net box office receipts.
3rd week: a minimum of 35% scaled to 50% of the net box office receipts.
4th week: a minimum of 35% scaled to 50% of the net box office receipts.
Pictures will open immediately upon availability. (U. S. CAL. AND NEVADA)

H O USE ONLY

[illegible] agrees to exhibit in Canada [illegible] pictures licensed hereunder [illegible] and will [illegible] all necessary rights and licenses to use the said equipment and accessories during said exhibition.

CLEARANCE - PLAYING ARRANGEMENT

see attached

END OF SCHEDULE

IN WITNESS WHEREOF Exhibitor has, on the 28 day of NOV 19[illegible] executed this [illegible]

[illegible]ing application is hereby accepted

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By office
(The above signature of Warner Bros. Pictures Distributing Corporation is given only for the purpose of countersigning this application and is not an acceptance thereof.)

EXHIBITOR (Stanley Warner Ent Corp.)
By Jed Harris

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

DEC - 1 19[illegible]

General Manager of Distribution

[redacted], FEILA. SCALE

50%	if gross exceeds		34,500.
47½%	" "	is from 31,675. to	34,499.
45%	" "	" 28,850. to	31,674.
42½%	" "	" 26,975. "	28,849.
40%	" "	" 25,100. "	26,974.
37½%	" "	" 23,650. "	25,099.
35%	" "	" 22,200. "	23,649.
32½%	" "	" 21,000. "	22,199.
30%	" "	" 19,800. "	20,999.
27½%	" "	" 17,500. "	19,799.
25%	" "	Less than	17,500.

EXHIBIT P-43.

March 5, 1956

Mr. Charles Beilan
Warner Bros. Pictures Dist. Corp.
230 North 13th Street
Philadelphia, Pa.

Dear Charlie:

In reply to your solicitation letter of February 28, 1956, inviting us to competitively negotiate for a license to exhibit first-run Philadelphia the motion picture, SERENADE, we herewith submit the following offer for the Viking Theatre:

TERMS: Distributor to receive 90% of the gross receipts after deducting:

(a) $4970.19 operating expense

(b) actual cost of Warner shorts and Warner news

(c) cost of any additional help or overtime designed to produce additional revenue at the box office, regardless of whether such additional revenue is produced. Overtime not to exceed $250. per week.

PLAYING TIME: Minimum of three (3) weeks. Approximately on availability.

If the second week's gross equals or exceeds $18,500., SERENADE will be held for a fourth week.
If the third week's gross equals or exceeds $14,500., SERENADE will be held for a fifth week.

ADVERTISING: *Pre-opening and First Week*—Entire teaser ad campaign to be paid by distributor. Distributor to pay all advertising costs. Advertising to mean all forms of advertising, publicity and exploitation including

newspaper ads and the necessary engravings, radio and TV, painted bulletins, billboards, theatre lobby displays, valance, etc. used prior to and during the engagement of SERENADE.

Advertising budget must include the following:

(a) the painting of 5 centrally located bulletin boards	$925.00
(b) weekly rental of 5 painted bulletin boards	48.13
(c) weekly rental of 14-28 sheet boards	76.19
plus 1-6 sheet board	5.50

Subsequent Weeks—Distributor to pay all advertising costs. Advertising to mean all forms of advertising, publicity and exploitation including newspaper ads and the necessary engravings, radio and TV, weekly rental of painted bulletin boards and billboards, etc.

Advertising budget to include the following:

(a) weekly rental of 5 painted bulletin boards	$48.13
(b) weekly rental of 14-28 sheet boards	76.19
plus 1-6 sheet board	5.50

CLEARANCE: See attached schedule

As you undoubtedly know, the Viking Theatre paid United Artists Corporation $95,732. film rental during the 12 week engagement of NOT AS A STRANGER.

Kindest regards.

Sincerely,

JAY WREN
Jay Wren

JW:jh
enc.
cc: Mr. E. London

CLEARANCE

28 clear days clearance from last day of engagement over all theatres in Philadelphia, including the following counties with the exception of the Palace, which is 21 days.

PENNSYLVANIA

DELAWARE COUNTY: with the exception of Chester, which is to play 14 clear days from last day of 1st run Philadelphia engagement.

CHESTER COUNTY: with the exception of Coatesville and West Chester, which are to play 14 clear days from last day of 1st run Philadelphia.

MONTGOMERY COUNTY: with the exception of Pottstown and Norristown, to play 21 clear days from last day of 1st run Philadelphia engagement.

BUCKS COUNTY:

NEW JERSEY

CAMDEN COUNTY: with the exception of Camden, which is to play 14 clear days from last day of 1st run Philadelphia engagement.

GLOUCESTER COUNTY:

BURLINGTON COUNTY:

CUMBERLAND COUNTY:

WARNER BROS.—FIRST NATIONAL PRODUCTIONS

OFFICE

BRANCH PHILADELPHIA

SCHEDULE -- EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license:

CONTRACT NUMBER 0-1772

SCHEDULE

THEATRE	EXHIBITOR	LOCATION OF THEATRE
STANLEY	Wm. Goldman Theatres,	PHILADELPHIA

TITLE OR DESCRIPTION OF PICTURE	Release No	No. of Consecutive Days	Days of Week	FILM RENTAL: FIXED RENTAL	FILM RENTAL: SHARING TERMS: GUARANTEE	FILM RENTAL: SHARING TERMS: PERCENTAGE	TRAILER: No. of Days	TRAILER: RENTAL
[illegible] (WC)	516	28	4			5		25.00
						See Below		

ADDITIONAL TERMS:

1st	7 days	50%
2nd	7 "	40 to 50% Sliding Scale per attached
3rd	7 "	30 to 50% " " " "
4th	7 "	25 to 50% " " " "

Sliding Scale to be same as prevailing scale now in use.

H.O. USE ONLY Run a Part of Schedule

API

S. C

Exhibitor agrees (a) to exhibit in CinemaScope all motion pictures licensed hereunder produced in CinemaScope and marked "CS" in said schedule; (b) to install, not later than 15 days in advance of the first exhibition date of each such motion picture, all suitable equipment and apparatus necessary for such exhibition, and (c) to have all necessary rights and licenses to use the said equipment and apparatus during such exhibition.

RUN - CLEARANCE - PLAYING ARRANGEMENT

PD.

SEE ATTACHED

END OF SCHEDULE

IN WITNESS WHEREOF Exhibitor has, on the 12th day of March 1956, executed this application.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

The foregoing application is hereby accepted

By [signature] OFFICE

(The above signature of Warner Bros. Pictures Distributing Corporation is made only for the purpose of authenticating this application and is not an acceptance thereof.)

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

WM. GOLDMAN THEATRES

Exhibitor

By [signature]

MAR 27 1956

General Manager of Distribution

GOLDMAN THEATRE

(Per Week)					
50%	if gross reaches	$31,000.	or more		
47½%	" " "	29,000.	up to	$31,000.	
45%	" " "	27,000.	" "	29,000.	
42½%	" " "	25,000.	" "	27,000.	
40%	" " "	23,000.	" "	25,000.	
37½%	" " "	21,000.	" "	23,000.	
35%	" " "	19,000.	" "	21,000.	
32½%	" " "	17,000.	" "	19,000.	
30%	" " "	15,000.	" "	17,000.	
27½%	" " "	13,000.	" "	15,000.	
25%	" " less than	13,000.			

PHILADELPHIA

FIRST RUN CLEARANCE

1st run - to play on National Release

28 days clearance from last day of engagement over all Philadelphia including the following counties with the exception of the Palace which is 21 days.

DELAWARE COUNTY: With the exception of Chester which is to play 14-21 days following the first run Philadelphia engagement.

CHESTER COUNTY: With the exception of West Chester and Coatesville which are to play 14-21 days following first run Philadelphia.

MONTGOMERY COUNTY: With the exception of Pottstown where pictures will be available 7 days after Reading, providing pictures have played Philadelphia, and in Norristown pictures are to be available 21 days after 1st run Philadelphia.

BUCKS COUNTY:

NEW JERSEY: With the exception of Camden, which is to play 14-21 days following the last date of first run Philadelphia.

GLOUCESTER COUNTY:

BURLINGTON COUNTY: Excepting Burlington which is to play 1 day after Camden, N.J.

EXHIBIT P-45.

July 25, 1956

Mr. Charles Beilan
Warner Bros. Pictures Dist. Corp.
230 North 13th Street
Philadelphia, Pa.

Dear Charlie:

In reply to your solicitation letter of July 19, 1956, inviting us to competitively negotiate for a license to exhibit first run Philadelphia the motion picture, THE BAD SEED, we herewith submit the following offer for the Viking Theatre:

TERMS: $17,500. guarantee vs:*

Distributor to receive 90% of the gross receipts after deducting:

(a) $4970.19 plus **

(b) cost of News and Shorts not to exceed $150. per week.

*Guarantee to cover the entire engagement including any additional playing time.

**Overtime for late shows is to be added to the house expense.

PLAYING TIME: Minimum of four (4) weeks to start approximately on availability which you advise is August 29, 1956.

Viking Theatre has the right to extend engagement of THE BAD SEED until the film rental equals the guarantee.

ADVERTISING: *Pre-opening and First Week*—Entire teaser ad campaign to be paid by the distributor. Distributor to pay all advertising costs. Advertising to mean all forms of advertising, publicity and exploitation in-

cluding newspaper ads and the necessary engravings, radio and TV, painted bulletins, billboards, theatre lobby displays, valance, etc. used prior to and during the engagement of THE BAD SEED.

Advertising budget must include the following:

(a) the painting of 5 centrally located bulletin boards	$925.00
(b) weekly rental of 5 painted bulletin boards	48.13
(c) weekly rental of 14-28 sheet boards	76.19
and 1-6 sheet board	1.25

Subsequent Weeks—Distributor to pay all advertising costs. Advertising to mean all forms of advertising, publicity and exploitation including newspaper ads and the necessary engravings, radio and TV, weekly rental of painted bulletin boards and billboards, etc.

Advertising budget must include the following:

(a) weekly rental of 5 painted bulletin boards	$48.13
(b) weekly rental of 14-28 sheet boards	76.19
and 1-6 sheet board	1.25

CLEARANCE: See attached schedule.

Kindest regards.

Sincerely,

JAY WREN
Jay Wren

JW:jh
enc.
cc: Mr. London

EXHIBIT P-45B.

VIKING THEATRE, PHILADELPHIA, PA.

"BAD SEED" (Negotiated 7/30/56)

Guarantee $17,500. Guarantee covers entire engagement, including additional time.

Minimum—4 weeks (to start approximately on availability, which is 8/29).

Terms:

1st week	50%	
2nd week	40% to 50%	—scale attached
3rd week	35% to 50%	— " "
4th week	25% to 50%	— " "

Terms additional playing time to be mutually agreed upon.

Advertising—Exhibitor will pay 50% over $400.00 pre-opening and first week, exclusive Teaser Campaign, each sub week 50% over $300.00.

Advertising to mean all forms advertising, publicity and exploitation inc. newspaper ads and the necessary engravings, radio and TV painted bulletins, billboards, theatre lobby displays, valance etc. used prior to and during the engagement of "BAD SEED".

Advertising budget must include following:—

First week—$1050.57 (outdoor adv.) see attached
Sub. weeks—$ 125.57 (" " rental) " "

FIRST WEEK:

General Outdoor	—Painting 3 bulletins @ $200. each	600.00
" "	—Weekly rental on 3 painted bulletins @ $10. each	30.00
Stait Outdoor	—Painting 1 bulletin @ $200. and 1 bulletin @ $125.	325.00
" "	—Weekly rental on 2 painted bulletins	18.13
General Outdoor	—Weekly rental on 8-24 sheet boards	57.44
" "	—Weekly rental on 1-6 sheet board	1.25
Dave Lodge	—Weekly rental on 6-24 sheet boards	18.75
	Total	$1050.57

Rental Each Subsequent week:

General Outdoor	—Weekly rental on 3 painted bulletins @ $10.00 each	30.00
Stait Outdoor	—Weekly rental on 2 painted bulletins	18.13
General Outdoor	—Weekly rental on 8-24 sheet boards	57.44
" "	—Weekly rental on 1-6 sheet board	1.25
Dave Lodge	—Weekly rental on 6-24 sheet boards	18.75
	Total	125.57

VIKING THEATRE SCALE

25% up to	$ 9,000.
27½%	10,000.
30%	11,000.
32½%	12,000.
35%	13,000.
37½%	14,000.
40%	15,000.
42½%	16,000.
45%	17,000.
47½%	18,500.
50%	20,000.

EXHIBIT P-46.

July 24, 1956

Mr. Charles Beilan
Warner Bros. Pictures
230 North 13th Street
Philadelphia 7, Pa.

Dear Charlie:

We should like to exhibit "BAD SEED" in the Mastbaum Theatre, on availability, and offer you the following terms:

90% of the net box-office receipts over $10,848.00 to the Distributor for each individual week of the engagement; the Distributor to pay for all advertising.

The run of the picture will be at the discretion of the Distributor.

Sincerely,

STANLEY WARNER MOT. CORP.

T. M.
Ted Minsky

TM/rtk

WARNER BROS.–FIRST NATIONAL PRODUCTIONS

SALESMAN [redacted]
BRANCH Phila., Pa.

SCHEDULE EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license.

CONTRACT NUMBER [redacted]

SCHEDULE

THEATRE	EXHIBITOR	LOCATION OF THEATRE
[redacted]	[redacted]	PHILADELPHIA, PA.

TITLE OR DESCRIPTION OF PICTURE	Release No	No. of consecutive days	Days of Week	FILM RENTAL			TRAILER	
				FIXED RENTAL	SHARING TERMS		No. of Days	RENTAL
					GUARANTEE	PERCENTAGE		
[redacted]	[redacted]	[redacted]				[redacted]	7	$5.00

ADDITIONAL TERMS

H.O. USE ONLY

KPP

S C

Exhibitor warrants that the exhibition of CinemaScope and/or other pictures licensed hereunder in accordance with [illegible] will not infringe any rights in advance of the first exhibition date of each such motion picture at any theatre equipped and operated primarily for such exhibition, and that he will have all necessary rights and licenses to use the said equipment and apparatus during all such exhibitions.

RUN - CLEARANCE - PLAYING ARRANGEMENT

[redacted]

PD

IN WITNESS WHEREOF Exhibitor has, on the [redacted] day of [redacted] 19[redacted], executed this License.

END OF SCHEDULE

The foregoing application is hereby accepted.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By [redacted]

The above signature of Warner Bros. Pictures Distributing Corporation is made only for the purpose of authenticating this agreement and is not an acceptance thereof.

EXHIBITOR [redacted]

AUG 20 1955

General Manager of Distribution

INGASH & GOS BAD SAD

to play a minimum of 3 weeks at the following terms:

1st WEEK: 70% of the net box office receipts to the distributor, however, the exhibitor's 30% will not be less than (1) $10,848.00
(2) 10% of the net box office receipts,
(3) The exhibitor's 30% of advertising
Exhibitor guarantees that the distributor's share of the film rental for the first week will not be less than 50% of the net box office receipts.

2nd WEEK: 70% of the net box office receipts to the distributor, however, the exhibitor's 30% will not be less than (1) $10,848.00
(2) 10% of the net box office receipts,
(3) the Exhibitor's 30% of advertising
Exhibitor guarantees that the distributor's share of the film rental for the second week will not be less than 40% of the net box office receipts.

3rd WEEK: 70% of the net box office receipts to the distributor, however, the exhibitor's 30% will not be less than (1) $10,848.00
(2) 10% of the net box office receipts,
(3) the Exhibitor's 30% of advertising
Exhibitor guarentees that the distributor's share of the film rental for the third week will not be less than 35% of the net box office receipts.

Distributor's share of the advertising to be the same percentage as film rental.
Any additional time, terms to be mutually agreed upon.

COMPETITIVE BID APPLICATION

NOTE TO EXHIBITOR: This is a competitive bid application for a license to exhibit the picture on the run or availability indicated. If you desire to submit such a bid, fill in the numbered items on this carbonized sheet (all 5 copies) and follow the instructions given below in the box marked "Instructions to Exhibitor." This application, if accepted, will constitute your license subject to all of its terms and conditions.

WARNER BROS.—FIRST NATIONAL PRODUCTIONS

BRANCH	CONTRACT NUMBER
N.O.	03574

SCHEDULE — EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license:

SCHEDULE

PICTURE TOWARD THE UNKNOWN RELEASE NO. 604 CITY PHILA STATE Pa.

RUN OR AVAILABILITY avail. 10/3/56

TERMS OFFERED BY EXHIBITOR
(To be filled in by Exhibitor)

1. Theatre VIKING Location of Theatre PHILADELPHIA

2. Film rental (specify percentage, flat rental, guarantee against percentage or any other offer)

SEE ATTACHED LTR

3. Number of consecutive days of playing time

4. Days of the week

5. Actual playdates or the length of time after availability the picture will be played

6. Amount, if any, Exhibitor intends to spend on advertising

CLEARANCE: The maximum clearance to be granted for this run shall be

no allc.

DUE DATE: This bid to be considered must be received at Distributor's Exchange on or before the following due date:

Due Date: 19 day of Sept, 1956

END OF SCHEDULE

Distributor reserves the right to reject any bid by Exhibitor or any other exhibitor for any reason.
This instrument shall be deemed only an application for a license under copyright until accepted by Distributor by written notice sent to Exhibitor.

INSTRUCTIONS TO EXHIBITOR

A. Fill in all items in the Schedule under "Terms Offered by Exhibitor."
B. Fill in the date on which you sign this application.
C. Sign this application in the space below marked "Exhibitor."
D. Mail first four copies to Distributor at Distributor's Exchange and retain the last copy marked "#5 - Exhibitor's Copy of Application."
E. Use the self-addressed envelope enclosed and insert on its face your return address.

IN WITNESS WHEREOF Exhibitor has, on the 19th day of September, 1956, executed this application.

The foregoing application is hereby accepted.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By _____
General Manager or Distributor

EXHIBITOR VIKING THEATRE CORP.

By _____

#4 — BRANCH COPY OF APPLICATION

Bids for TOWARD THE UNKNOWN bid due September 19, 1956

FILM RENTALS: First Week - 50% of the gross

Second " - 40% - 50% Sliding Scale (attached)

Third " - 30% - 50% Sliding Scale

Any Additional Days - 25% - 50% Sliding Scale

If the first four (4) days of the third week equal or exceed $6400., picture will be held for a fourth week.

Same holdover figure applies to each subsequent week.

NUMBER OF CONSECUTIVE DAYS OF PLAYING TIME: Minimum of three (3) weeks - to start approximately on availability which you advise is October 3, 1956.

ADVERTISING: Distributor to pay for all teaser ads.

Pre-opening and First Week - Exhibitor agrees to pay 50% of the cost of all advertising over regular house budget of $400. for two (2) days pre-opening and first week. However, exhibitor's share for this nine (9) day period is not to exceed $2000.

Each Subsequent Week - Exhibitor agrees to share 50% of the cost of all advertising over regular house budget of $300. Exhibitor's share for each subsequent week is not to exceed $650.

Advertising to mean all forms of advertising, publicity and exploitation.

CLEARANCE: See attached schedule.

Exhibit P-48

YUKON THEATRE SCALE

25% up to	$ 9,000.
27½%	10,000.
30%	11,000.
32½%	12,000.
35%	13,000.
37½%	14,000.
40%	15,000.
42½%	16,000.
45%	17,000.
47½%	18,000.
50%	20,000.

Figured on the following theatre basis:

3 units - Saturday

2 " - Sunday and Holidays

1 " - Each other day

EXHIBIT P-49.

September 19, 1956

Mr. Charles Beilan
Warner Bros.
230 N. 13th Street
Philadelphia 7, Pa.

Re: TOWARD THE UNKNOWN—First Run Philadelphia
Goldman Theatre

Dear Charlie:

In reply to your request, we are making the following offer on the above picture to be played at the Goldman Theatre starting approximately on availability.

Terms as follows: To play an indefinite run, termination of the engagement to be left solely to the discretion of the distributor, on the sliding scale listed below:

(Per Week)	50%	if gross reaches		$31,000.	or more		
	47½%	if	gross	reaches	$29,000.	up to	$31,000.
	45%	"	"	"	27,000.	" "	29,000.
	42½%	"	"	"	25,000.	" "	27,000.
	40%	"	"	"	23,000.	" "	25,000.
	37½%	"	"	"	21,000.	" "	23,000.
	35%	"	"	"	19,000.	" "	21,000.
	32½%	"	"	"	17,000.	" "	19,000.
	30%	"	"	"	15,000.	" "	17,000.
	27½%	"	"	"	13,000.	" "	15,000.
	25%	"	"	less than	13,000.		

We hope to hear from you favorably no later than Tuesday, September 25, 1956.

Very truly yours,

George T. Beattie
WILLIAM GOLDMAN THEATRES, INC.

GTB:l

COMPETITIVE BID APPLICATION P-50 PAGE TWO

TO EXHIBITOR: This is a competitive bid application for a license to exhibit the picture on the run or availability indicated. If you desire [illegible] bid, fill in the numbered items on this carbonized form (all 5 copies) and follow the instructions given below in the box marked "Instructions to Exhibitor." This application, if accepted, will constitute your license subject to all of its terms and conditions.

Phila.

SCHEDULE—EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license and all rights and obligations contained therein shall be in addition to those contained elsewhere in this license agreement.

CONTRACT NUMBER
112

PICTURE GIANT RELEASE NO. CITY PHILADELPHIA STATE PA.

RUN OR AVAILABILITY Available 11/3/56

TERMS OFFERED BY EXHIBITOR
(To be filled in by Exhibitor)

1. Theatre VIKING Location of Theatre PHILADELPHIA, PA.
2. Film rental (specify percentage, flat rental, guarantee against percentage or any other offer)

See attached rider

REJECTED

3. Number of consecutive days of playing time and holdover provisions

See attached rider

4. Actual playdates or the length of time after availability the picture will be played See attached rider

5. The amount, if any, Exhibitor intends to spend on advertising, publicity and exploitation, hereinafter called "advertising":

$ _____ for pre opening and first week

$ _____ for the second week and

$ _____ for each succeeding week

The nature, type and scope of all advertising shall be mutually agreed upon between Distributor and Exhibitor.

CLEARANCE. The maximum clearance to be granted for this run shall be

See attached.

DUE DATE. This bid to be considered must be received at Distributor's Exchange on or before the following due date:

Due Date 9 day of October 1956

Distributor reserves the right to reject any bid by Exhibitor or any other exhibitor for any reason.

This instrument shall be deemed only an application for a license under copyright until accepted by Distributor by written notice sent to Exhibitor.

PAYMENT OF FILM RENTAL TO DISTRIBUTOR. Exhibitor agrees to pay the film rental herein provided at Distributor's Exchange as follows:

(a) The fixed sum or the guarantee, if any, At least seven (7) days in advance of the date of delivery of a print as herein provided or on the date of shipment of a print to Exhibitor from another exhibitor.

(b) Distributor's percentage share: If the playing time licensed be for one week or longer, then Distributor's percentage share shall become due each week, shall be computed separately without relation to any other week, and shall be paid Distributor immediately after the last showing of each week of the playing time licensed be for less than a week, Distributor's percentage share shall become due and be paid Distributor immediately after the last showing. If requested by Distributor, Distributor's percentage share shall, in any event, become due daily and be paid Distributor immediately after the last showing of each day.

[redacted]

END OF SCHEDULE

INSTRUCTIONS TO EXHIBITOR

A. Fill in all openings in the Schedule under "Terms Offered by Exhibitor."

B. Fill in the date on page 1 of this application.

C. Sign this application in the [illegible] marked "Exhibitor."

D. Mail first four copies to Distributor at Distributor's Exchange and retain the last copy marked "For Exhibitor's Copy of Application."

E. Use the self-addressed envelope enclosed and insert on its face your return address.

IN WITNESS WHEREOF Exhibitor has on the 9th day of October 1956, executed this application.

The foregoing application is hereby accepted.

WARNER BROS. PICTURES DISTRIBUTING CORPORATION

VIKING THEATRE CORP.

EXHIBIT P-50

2. Film rental (specify percentage, flat rental, guarantee against percentage or any other offer): See attached rider

REJECTED

3. Number of consecutive days of playing time and holdover provisions:

See attached rider

4. Actual playdates or the length of time after availability the picture will be played. See attached rider

5. The amount, if any, Exhibitor intends to spend on advertising, publicity and exploitation, hereinafter called "advertising":

$_____ for pre-opening and first week

$_____ for the second week and

$_____ for each succeeding week

The nature, type and scope of all advertising shall be mutually agreed upon between Distributor and Exhibitor.

CLEARANCE: The maximum clearance to be granted for this run shall be See attached.

DUE DATE: This bid to be considered must be received at Distributor's Exchange on or before the following due date:

Due Date: 9 day of October, 1936

Distributor reserves the right to reject any bid by Exhibitor or any other exhibitor for any reason.
This instrument shall be deemed only an application for a license under copyright until accepted by Distributor by written notice sent to Exhibitor.

PAYMENT OF FILM RENTAL TO DISTRIBUTOR: Exhibitor agrees to pay the film rental herein provided at Distributor's Exchange as follows:

(a) The fixed sum or the guarantee, if any: At least seven (7) days in advance of the date of delivery of a print as herein provided or on the date of shipment of a print to Exhibitor from another exhibitor.

(b) Distributor's percentage share: If the playing time licensed be for one week or longer, then Distributor's percentage share shall become due each week, shall be computed separately without relation to any other week, and shall be paid Distributor immediately after the last showing of each week; if the playing time licensed be for less than a week, Distributor's percentage share shall become due and be paid Distributor immediately after the last showing. If requested by Distributor, Distributor's percentage share shall, in any event, become due daily and be paid Distributor immediately after the last showing of each day.

[redacted]

END OF SCHEDULE

RELEASED

INSTRUCTIONS TO EXHIBITOR

A. Fill in all blanks in the Schedule under "Terms Offered by Exhibitor."

B. Fill in the date on which you sign this application.

C. Sign this application in the space below marked "Exhibitor."

D. Mail first four copies to Distributor at Distributor's Exchange and retain the last copy marked "#5 - Exhibitor's Copy of Application."

E. Use the self-addressed envelope enclosed and insert on its face your return address.

IN WITNESS WHEREOF Exhibitor has, on the 9th day of Oct. ber, 1936, executed this application.

The foregoing application is hereby accepted.
WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By _____
General Manager of Distribution

EXHIBITOR VIKING THEATRE CORP.

By assignee

ADMISSION PRICES EXHIBITOR EXPECTS TO CHARGE

For the sole purpose of enabling Distributor to evaluate the film rental Distributor may reasonably expect to derive from Exhibitor's offer, state below the admission prices Exhibitor expects to charge during the exhibition of said picture.

This information is not to be deemed a part of this application.

	Sun. & Hol. Mat.	Sun. & Hol. Eve.	Sat. Mat.	Sat. Eve.	Week Day Mat.	Week Day Eve.
Adults	See attached rider					
Children						
Others (specify)						

No. 2—BRANCH COPY OF APPROVED CONTRACT

L ..r GIANT bid due October 9, 1956 3 p.m.

FILM RENTAL: $65,000. guarantee vs:*

Distributor to receive 90% of each week's gross receipts after deducting:

(a) $4970.19 plus

(b) ov[illegible] of any, not to exceed $250. per week.

*Guarantee [illegible] the entire engagement including any additional [illegible] time.

REJECTED

HOLDOVER PROVISIONS: If the 9th week's [illegible] equals or exceeds $8500., picture will be held [illegible] 11th week.

Same holdover figure applies for the 10th and each subsequent week.

PLAYING TIME: Minimum of ten (10) weeks to start approximately on availability which you advise is November 3, 1956.

ADVERTISING: Distributor to pay all advertising.

Advertising to mean all forms of advertising, publicity and exploitation including newspaper ads and the necessary engravings, radio and/or TV, painted bulletins and billboards, if any, theatre lobby displays, valance, typography, etc.

CLEARANCE: See attached schedule

ADMISSION PRICES EXHIBITOR EXPECTS TO CHARGE:

Monday thru Saturday			
Adults	Open to Noon	(1.00 - .10 - .10)	$1.20
	[illegible] to 3 p.m.	(1.25 - .12 - .12)	1.49
	[illegible] - 5 p.m.	(1.37 - .14 - .14)	1.65
	[illegible] close	(1.50 - .15 - .15)	1.80
Children	At [illegible]	(.90 - .09)	.99
Sunday			
Adults	Open to Close	(1.50 - .15 - .15)	1.80
Children	Open to Close	(.90 - .09)	.99

REJECTED

COMPETITIVE BID APPLICATION

NOTE: EXHIBITOR: This is a competitive bid application for a license to exhibit the picture on the run or availability indicated. If you desire to submit a bid, fill in the numbered items on this carbonized form (all 5 copies) and follow the instructions given below in the box marked "For Exhibitor." This application, if accepted, will constitute your license subject to all of its terms and conditions.

BRANCH: PHILADELPHIA

SCHEDULE EIGHTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this license and all rights and obligations contained therein shall be in addition to those contained elsewhere in this license agreement.

CONTRACT NUMBER: O-4180

PICTURE: GIANT

RELEASE NO. _____ CITY: PHILADELPHIA STATE: Pa.

RUN OR AVAILABILITY: Available 11/9/56

TERMS OFFERED BY EXHIBITOR

(To be filled in by Exhibitor)

1. Theatre: EASTMAN THEATRE Location of Theatre: PHILADELPHIA, PA.

2. Film rental (specify percentage, flat rental, guarantee against percentage or any other offer):
See attached.

3. Number of consecutive days of playing time and holdover provisions: To play a minimum of 6 weeks, beginning Nov. 9th, to follow GOLD COAST CADILLAC. Beyond the sixth week, the engagement will continue until you wish to terminate it.

4. Actual playdates or the length of time after availability the picture will be played _____

5. The amount, if any, Exhibitor intends to spend on advertising, publicity and exploitation, hereinafter called "advertising":

$ _____ for pre opening and first week

$ _____ for the second week and

$ _____ for each succeeding week

The nature, type and scope of all advertising shall be mutually agreed upon between Distributor and Exhibitor.

CLEARANCE: The maximum clearance to be granted for this run shall be
See attached.

We reserve the right to withdraw this offer unless a reply is received by Tues., Oct. 16, 1956.

DUE DATE: This bid to be considered must be received at Distributor's Exchange on or before the following due date:

Due Date, ____ 9 ____ day of October, 195 6

Distributor reserves the right to reject any bid by Exhibitor or any other exhibitor for any reason.
This instrument shall be deemed only an application for a license under copyright until accepted by Distributor by written notice sent to Exhibitor.

PAYMENT OF FILM RENTAL TO DISTRIBUTOR: Exhibitor agrees to pay the film rental herein provided at Distributor's Exchange as follows:

(a) The fixed sum or the guarantee, if any: At least seven (7) days in advance of the date of delivery of a print as herein provided or on the date of shipment of a print to Exhibitor from another exhibitor.

(b) Distributor's percentage share: If the playing time licensed be for one week or longer, then Distributor's percentage share shall become due each week, shall be computed separately without relation to any other week, and shall be paid Distributor immediately after the last showing of each week; if the playing time licensed be for less than a week, Distributor's percentage share shall become due and be paid Distributor immediately after the last showing. If requested by Distributor, Distributor's percentage share shall, in any event, become due daily and be paid Distributor immediately after the last showing of each day.

[redacted]

END OF SCHEDULE

INSTRUCTIONS TO EXHIBITOR

A. Fill in all items in the Schedule under "Terms Offered by Exhibitor."

B. Fill in the date on which you sign this application.

C. Sign this application in the space below marked "Exhibitor."

D. Mail first four copies to Distributor at Distributor's Exchange and retain the last copy marked "#5 Exhibitor's Copy of Application."

E. Use the self addressed envelope enclosed and insert on its face your return address.

IN WITNESS WHEREOF Exhibitor has, on the 9th day of Oct. 1956 executed this application.

The foregoing application is hereby accepted
WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By _____

STANLEY WARNER MGT CORP.
EXHIBITOR

Exhibit P 51

TERMS OFFERED BY EXHIBITOR
(To be filled in by Exhibitor)

1. Theatre EASTMAN THEATRE Location of Theatre PHILADELPHIA, PA.

2. Film rental (specify percentage, flat rental, guarantee against percentage or any other offer):
See attached.

3. Number of consecutive days of playing time and holdover provisions: To play a minimum of 6 weeks, beginning Nov. 7th, to follow WILD ONE. CADILLAC. Beyond the sixth week, the engagement will continue until you wish to terminate it.

4. Actual playdates or the length of time after availability the picture will be played

5. The amount, if any, Exhibitor intends to spend on advertising, publicity and exploitation, hereinafter called "advertising":

$ for pre-opening and first week

$ for the second week and

$ for each succeeding week

The nature, type and scope of all advertising shall be mutually agreed upon between Distributor and Exhibitor.

CLEARANCE: The maximum clearance to be granted for this run shall be
See attached.

We reserve the right to withdraw this offer unless a reply is received by Tues., Oct. 16, 1956.

DUE DATE: This bid to be considered must be received at Distributor's Exchange on or before the following due date:

Due Date 9 day of October, 195 6

Distributor reserves the right to reject any bid by Exhibitor or any other exhibitor for any reason.
This instrument shall be deemed only an application for a license under copyright until accepted by Distributor by written notice sent to Exhibitor.

PAYMENT OF FILM RENTAL TO DISTRIBUTOR: Exhibitor agrees to pay the film rental herein provided at Distributor's Exchange as follows:

(a) The fixed sum or the guarantee, if any: At least seven (7) days in advance of the date of delivery of a print as herein provided or on the date of shipment of a print to Exhibitor from another exhibitor.

(b) Distributor's percentage share: If the playing time licensed be for one week or longer, then Distributor's percentage share shall become due each week, shall be computed separately without relation to any other week, and shall be paid Distributor immediately after the last showing of each week; if the playing time licensed be for less than a week, Distributor's percentage share shall become due and be paid Distributor immediately after the last showing. If requested by Distributor, Distributor's percentage share shall, in any event, become due daily and be paid Distributor immediately after the last showing of each day.

[redacted]

END OF SCHEDULE

INSTRUCTIONS TO EXHIBITOR

A. Fill in all items in the Schedule under "Terms Offered by Exhibitor."

B. Fill in the date on which you sign this application

C. Sign this application in the space below marked "Exhibitor."

D. Mail first four copies to Distributor at Distributor's Exchange and retain the last copy marked "#5 - Exhibitor's Copy of Application."

E. Use the self addressed envelope enclosed and insert on its face your return address.

IN WITNESS WHEREOF Exhibitor has, on the 9th day of Oct., 1956, executed this application.

The foregoing application is hereby accepted.
WARNER BROS. PICTURES DISTRIBUTING CORPORATION

By [signature] Authorized Signature

EXHIBITOR STANLEY WARNER MGT CORP.

By [signature]
HENRY P. BROOKS

OCT 10 1956

ADMISSION PRICES EXHIBITOR EXPECTS TO CHARGE

For the sole purpose of enabling Distributor to evaluate the film rental Distributor may reasonably expect to derive from Exhibitor's offer, state below the admission prices Exhibitor expects to charge during the exhibition of said picture.
This information is not to be deemed a part of this application.

	Sun. & Hol. Mat.	Sun. & Hol. Eve.	Sat. Mat.	Sat. Eve.	Week Day Mat.	Week Day Eve.
Adults						
Children						
Others (specify)						

No. 2 BRANCH COPY OF APPROVED CONTRACT

Exhibit P-51

2462a

to play a minimum of 6 weeks at the following terms:

1st week: Exhibiter guarantees that the distributer's share of the film rental for the first week will not be less than 60% of the net box office receipts.

2d week: 70% of the net box office receipts to the distributer, however, the exhibiter's 30% will not be less than (1) $10,000.00
(2) 10% of net box office receipts
(3) Exhibiter's 30% of advertising
Exhibiter guarantees that the distributer's share of the film rental for the second week will not be less than 50% of the net box office receipts.

3rd week: Ex 70% of the net box office receipts to the distributer, however, the exhibiter's 30% will not be less than (1) $10,000.00
(2) 10% of net box office receipts
(3) Exhibiter's 30% of advertising
Exhibiter guarantees that the distributer's share of the film rental for the third week will not be less than 50% of the net box office receipts.

4th week: 70% of the net box office receipts to the distributer, however, the exhibiter's 30% will not be less than (1) $10,000.00
(2) 10% of net box office receipts
(3) Exhibiter's 30% of advertising
Exhibiter guarantees that the distributer's share of the film rental for the fourth week willnot be less than 40% of the net box office receipts.

5th week: 70% of the net box office receipts to the distributer, however, the exhibiter's 30% will not be less than (1) $10,000.00
(2) 10% of net box office receipts
(3) Exhibiter's 30% of advertising
Exhibiter guarantees that the distributer's share of the film rental for the fifth week will not be less than 35% of the net box office receipts.

6th week: 70% of the net box office receipts to the distributer, however, the exhibiter's 30% will not be less than (1) $10,000.00
(2) 10% of net box office receipts
(3) Exhibiter's 30% of advertising
Exhibiter guarantees that the distributer's share of the film rental for the sixth week will not be less than 25% of the net box office receipts.

Terms beyond 6th week to be agreed upon.

Please note: The above figures do not contain any provisions for salaries occasioned by running extra or late shows over and above our normal hours. Such extra and late shows, if any, are subject to your approval, and the cost will be added to the above figures before computing the film rental.

WARNER BROS.
PICTURES
DISTRIBUTING CORPORATION
230 No. 13th STREET PHILADELPHIA 7, PA.
PHONE RITTENHOUSE 6-9530

May 23,1955

Mr. Jay Wren
Viking Theatre,
19th & Chestnut St.
Phila. 3, Pa.

Dear Mr. Wren:

If you are interested in obtaining the motion picture "MISTER ROBERTS" for first run Philadelphia, please get word to us not later than Tuesday, May 31st, so that we can know what terms you propose for this picture.

Cordially yours,

Branch Manager.

CM Beilan/aw

SCHEDULE

TYPE OR CLASSIFICATION OF PICTURE	NO. CONSECUTIVE DAYS	DATE OF WEEK	RENTAL TERMS	ADDITIONAL TERMS
			In accordance with	
and Book	89		terms below	To follow "Mr. Roberts"
				open as earlier than 9/10/55
			First week- 60% to $34,000.00 then 10% over	
			Second week- 40% to 60% Sliding Scale	
			Third week - 35% to 50% Sliding Scale	
			Fourth week- 25% to 40% Sliding Scale	
			Fifth week- 25% to 30% Sliding Scale	

SLIDING SCALE

If gross exceeds		$34,000.00	
" "	" from $31,000.00 to	34,000.00	
" "	" " 28,000.00 "	31,000.00	
" "	" " 25,000.00 "	28,000.00	
" "	" " 23,000.00 "	25,000.00	
" "	" " 21,000.00 "	23,000.00	
" "	" " 19,000.00 "	21,000.00	
" "	" " 17,000.00 "	19,000.00	
" "	less than	17,000.00	

All advertising for the first and second weeks of engagement to be mutually agreed upon and to be shared by Distributor in proportion to percentages of gross received - All advertising for third and subsequent weeks to be mutually agreed upon.

If picture on Friday-Saturday-Sunday and Monday of the fourth week equals or exceeds $11,000.00, it is to play an additional week at 50% to 60% Sliding scale. Same hold-over figures to apply on fifth and subsequent weeks.

THE EXHIBITOR AGREES TO EXHIBIT THE FOREGOING CINEMASCOPE PICTURE OR PICTURES IN CINEMASCOPE AND ON PROPER CINEMASCOPE SCREEN FOR WHICH EXHIBITOR SHALL HAVE ALL NECESSARY RIGHTS AND LICENSES.

	TOWN OR CITY	STATE
[redacted]	Phila.,	Pa.

The Exhibitor represents and agrees that inasfar as more than one cinemascope feature length motion picture is licensed under the terms of the license for each one of the said cinemascope feature length motion pictures was negotiated separately, that the licensing of one cinemascope feature length motion picture was in no wise conditioned upon the licensing of any other cinemascope feature length motion picture and that the several cinemascope feature length motion pictures were included in this licensed agreement for reasons of mutual convenience.

It is agreed that the Exhibitor shall have the following RUN, AVAILABILITY and CLEARANCE:

ZONE OR AVAILABILITY	CLEARANCE
FIRST RUN	See rider attached

ARRANGEMENT. The Exhibitor agrees to play and pay for ... of the above feature productions each and every ... in the order of release, if, and as available.

END OF SCHEDULE

In consideration of the Exhibitor operating the theatre listed above, he executes this application, which upon written acceptance thereof shall be deemed to be the license of the said Exhibitor for the exhibition of the motion pictures specified in the Schedule, at said theatre in accordance with the terms and conditions hereof.

UNIVERSAL FILM EXCHANGES, Inc.

STANLEY WARNER MANAGEMENT CORP.

Manager

CONFIRMED: APPROVED AND ACCEPTED
UNIVERSAL FILM EXCHANGES, Inc.

By

Exhibitor

and General Sales Manager

FIRST RUN, PHILADELPHIA CLEARANCE

(A) [illegible] clearance from last date of engagement over all theatres in Camden, N.J.

(B) [illegible] clearance from last date of engagement over all theatres in Philadelphia with the exception of the Palace, which is available (21) days after last run, Philadelphia.

(C) [illegible] clearance from the last date of engagement over the following theatres:-

[illegible] COUNTY

[illegible] Theatre,	Darby	Boulevard Theatre,	Norristown	69th Street Theatre,	Upper Darby
Ritz	"	Edgystone	Waverly	"	Drexel Hill	Tower	"	"	"
[illegible]		Yeadon	Apollo	"	Chester	Terminal	"	"	"
[illegible]		Media	Lyric	"	"	Stonehurst	"	"	"
[illegible]	"	Lansdowne	Mac	"	"	Anthony Wayne	"	Wayne	
[illegible]	"	Clifton Heights	Strand	"	"	Manor	"	Norwood	
[illegible]	"	Swarthmore							

[illegible] COUNTY

[illegible]	Theatre	West Chester	Nat	Theatre	Oxford	Roosevelt Theatre	Downingtown
[illegible]	"	"	Oxford	"	"	Roselyn	"	Mere Grove	
			Fireman's Auditorium, Kennett Sq.			Parkesburg	"	Parkesburg	

[illegible] COUNTY

[illegible]	Theatre	Bristol	County	Theatre	Doylestown	Raritan Theatre	Quakertown
[illegible]	"		Casino	"	Perndel	Palace	"	"	
[illegible]	Pal	Newtown	Selvil	"	Sellersville				

MONTGOMERY COUNTY

[illegible]	Theatre	Ambler	Yorktown	Theatre,	Elkins Park	Glenside Theatre,	Glenside
[illegible]		Willow Grove	Narberth	"	Narberth	Bala	"	Bala	
[illegible]		Royersford	Music Hall		Lansdale	Bethere	"	Bethere	
[illegible]		Ardmore	Lansdale	"	"	Broad	"	Souderton	
[illegible]	"	"	Hi-way	"	Jenkintown	Bryn Mawr	"	Bryn Mawr	
[illegible]		Conshohocken							

[illegible] the exception of the following theatres which are available (14) days after last run, Philadelphia: Stanley, State, Washington, and Boyd Theatres in Chester; Harrison Theatre in West Chester; ACA Auditorium, and Silver Theatre in Coatesville; also the following theatres which are available (21) days after last run, Philadelphia: Grand, Morris and Garrick Theatres in [illegible] and Colonial and Rialto Theatres in Phoenixville, Pa.

Exhibit P-54

Columbia Pict. Corp.
312 So. 19th St.
Phila. Pa.

Gentlemen: Our bids on your picture "Cane Mutiny" for the Viking Theatre 19th & Chestnut Sts Phila Pa to be as follows.

1st A cash guarantee of Forty Four Thousand ($44,000.00) Dollars, for a period of 10 weeks against 70% gross for the 1st week 60% of gross for the 2nd & 3rd week, 50% of gross for the 4th week and the remaining 6 weeks at 40% of gross. And will guarantee to hold picture as long as the gross remains at $500 per week or better. Should gross go below $500 per week we reserve to right to discontinue picture in 7 days. Advertising to be proportioned to the rate of percentage paid each week for the picture

or

2nd Bid A cash guarantee of Forty Four Thousand ($44,000.00 Dollars against a 90% - 10% Split with a hold out house figure of $500.00 (Five Hundred Dollars) weekly to come out first This guarantee to run a minimum of 10 weeks. Should picture on the 9th week do $500.00 or better will hold for the 11th week etc and we will continue to show picture till gross is less than $500.00 at which time we reserve the right to discontinue showing same in 7 days by giving notice Advertising to be proportioned to same percentage of 90% your share and 10% ours.

Yours truly
Viking Theatre Corporation
19th & Chestnut Sts Phila Pa

EXHIBIT P-55.

May 4, 1954

Mr. Lester Wurtele
Columbia Pic. Corp.
Phila., Pa.

Dear Sir:

Received your letter rejecting my bid on CAINE MUTINY for the Viking Theatre.

I hereby wish to resubmit my bid.

Terms to be the same excepting the cash Guarantee to be raised from Forty Four Thousand ($44,000) to Sixty Thousand ($60,000).

Yours truly,

/s/ WM. J. J. MANNING, Gen. Mgr.
Viking Theatre Corporation

1954-55

COLUMBIA PICTURES CORPORATION

3 EXHIBITOR'S APPROVED COPY

BRANCH Philadelphia DATE May 18, 1954

SALESMAN OFFICE-A EXHIBITOR Wm. Goldman Theatres, Inc.

SEVENTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this License.

THEATRE	TOWN AND STATE	SEATING CAPACITY	CONTRACT NUMBER
RANDOLPH	PHILADELPHIA, PA.		

AP NO.	TITLES	Cons No Days Run	Inc Sat Sun	License Fee or Minimum Guaranteed Rental	SPECIAL TERMS
	THE CAINE MUTINY				Indefinite run to play commencing June 30, 1954, and the engagement to continue until terminated by the distributor. Distributor is to give the exhibitor seven days notice of the termination of the engagement. The distributor is to receive 70% of the box office receipts excluding admission taxes and the exhibitor is to receive 30% of the box office receipts excluding admission taxes for each week of the engagement. However, the exhibitor's share for each week shall not be less than $6,500.00 plus 10% of the box office receipts excluding admission taxes. Distributor is to pay the cost of special theatre front and newspaper, radio, and television advertising for each week. The amount of such advertising costs to be designated by the distributor.

PLAYING ARRANGEMENT Exhibitor agrees to play and/or pay for each picture licensed hereunder as available and in order of availability.

RUN — CLEARANCE AND ADDITIONAL PROVISIONS

7 days ahead of World and Stadia, 14 days ahead of Chester, West Chester, Coatesville, Norristown, Conshohocken, Camden and all theatres following first run Camden, 21 days ahead of Palace, Phila., and Oxford, Pa., 28 days ahead of all other theatres in Philadelphia, Springhouse, Feasterville, Kennett Square, Bristol, Doylestown, Quakertown, Sellersville, Souderton, Lansdale, Penn Hill, Clifton Heights, Bensalem Township, Elkins Park, Glenside, Ardmore, Devon, Ayne, Wallis, Ambler, Jenkintown, Lansdowne, Prospect Park, Narberth, Bala Cynwyd, Bryn Mawr, Croydon, Ithero, Willow Grove, Havertown, Derby, Swarthmore, Yeadon, Downingtown, and Langhorne.

Exhibitor acknowledges that the foregoing are the number of pictures Exhibitor has determined to license hereunder from Distributor and hereby makes several and separate applications for licenses to exhibit each thereof of which Distributor may accept one or more or all thereof; that the licensing of each such picture has been separately negotiated and severally agreed upon; that Distributor did not directly or indirectly condition the granting of the license of any one or more of such pictures upon the Exhibitor agreeing to license any other such picture or pictures and, that the licensing hereunder of more than one picture is for the convenience of both Exhibitor and Distributor.

END OF SCHEDULE

IN WITNESS WHEREOF, the undersigned have executed this License as of the 18th day of May, 1954.

APPROVED
COLUMBIA PICTURES CORP.
Officers
MAY 20 1954
Manager

Wm. Goldman Theatres, Inc.
Exhibitor

By _____
General Sales Manager

By _____
Partner, General Manager, Officer, Individually or Other

COLUMBIA PICTURES CORPORATION

BRANCH Philadelphia DATE August 30, 1950

SALESMAN Office-4 EXHIBITOR Stanley-Warner Bldg. Corp.

DIFFERENTIA: The following Schedule and all of the written and printed parts thereof are a part of this License:

THEATRE	TOWN AND STATE	SEATING CAPACITY	CONTRACT NO.
VALENTINE	PHILADELPHIA, Pa.		1357

There is licensed for exhibition hereunder the Sound Photoplay, THE SOLID GOLD CADILLAC as available after general release Distributor for distribution to Motion Picture Theatres in the United States

Days Run	Preferred Playing Time Inc. Sat and Sunday	Guaranteed Film Rental

PERCENTAGE TERMS

To be played a minimum of 2 weeks commencing [illegible]
First week distributor to receive 50% of the gross receipts
week distributor to receive minimum of 40% of the gross
against percentage sliding scale to 60%. Third week distri

RUN — CLEARANCE AND ADDITIONAL PROVISIONS

receive minimum of 35% of the gross receipts against the
sliding scale to 50%. Fourth week distributor to receive a
of 30% of the gross receipts against the percentage sliding
to 50% of the gross receipts.

Percentage sliding scale attached.

END OF SCHEDULE

IN WITNESS WHEREOF distributor has, on the 30th day of August, 19 50, executed this application which shall be deemed to be the License to Exhibitor for the exhibition of the picture at said theatre in accordance with the terms hereof when countersigned and accepted by Distributor at the time in the left provided below.

Office-4
Salesman

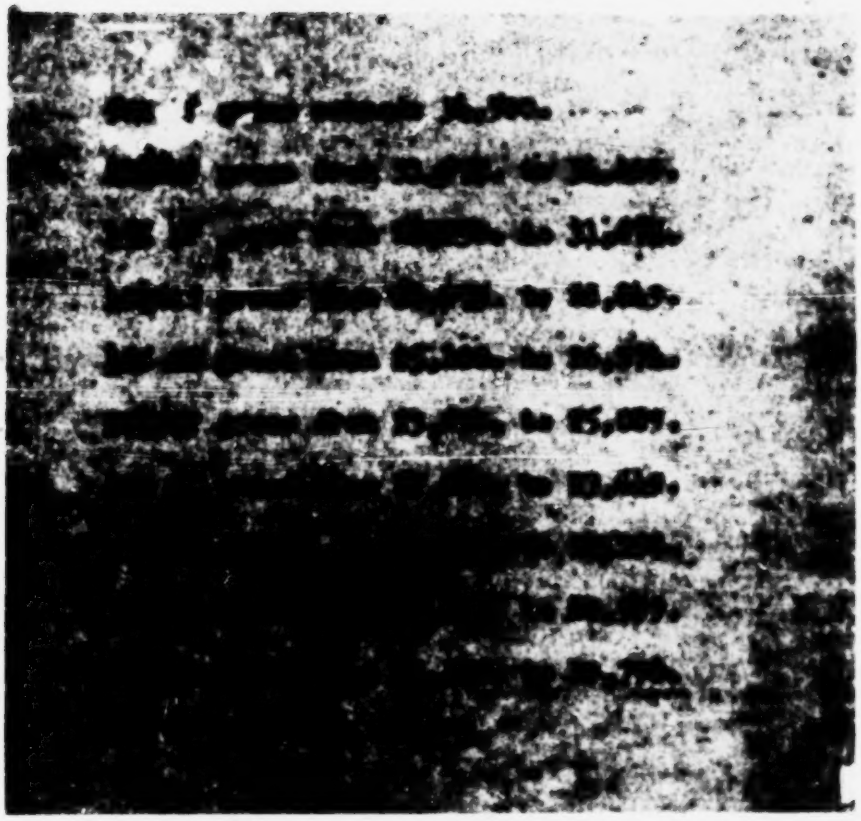
Manager

Stanley-Warner Bldg. Corp.
Exhibitor

Countersigned and approved:
COLUMBIA PICTURES CORPORATION

By
General Sales Manager

By
Partner, General Manager, Officer, Individual (Strike out three)



7 days ahead of World and Studio, 14 days ahead of Chester, West Chester, Coatesville, Conshohocken, Camden and all theatres following first run Camden, 21 days ahead of Palace-Philadelphia and Oxford, Pa. 28 days ahead of all other theatres in Philadelphia, Springhouse, Phoenixville, Kennett Square, Bristol, Doylestown, Quakertown, Sellersville, Souderton, Lansdale, Drexel Hill, Clifton Heights, Bensalem Township, Elkins Park, Glenside, Ardmore, Devon, Wayne, Media, Ambler, Jenkintown, Lansdowne, Prospect Park, Narberth, Bala Cynwyd, Bryn Mawr, Croyden, Hatboro, Willow Grove, Havertown, Darby, Swarthmore, Yeadon, Downingtown.

Norristown to play 7 days after first run Philadelphia but not later than 28 days after opening first run Philadelphia.

Exhibit P-59 2474a

April 8, 1954

Mr. Ted Minsky
Stanley-Warner Corp.
13th and Arch Sts.
Philadelphia, Pa.

Dear Ted:

Please be advised that we are arranging to screen THE CAINE MUTINY in our Home Office on the 11th floor, 729 7th Avenue, New York City on Wednesday, April 14, 1954 at 2:30 P. M.

We would appreciate your attending the screening, but if for any reason you are unable to do so, please advise me not later than Tuesday morning.

It will be necessary for you to advise us within five days after the screening if you desire to negotiate for this picture.

Kindest regards.

Very truly yours,

L. H. Wurtele, Branch Manager

lhw/ab

EXHIBIT P-60.

April 8, 1954

Mr. George Beattie
Wm. Goldman Theatres
15th and Chestnut Sts.
Philadelphia, Pa.

Dear George:

Please be advised that we are arranging to screen THE CAINE MUTINY in our Home Office on the 11th floor, 729 7th Avenue, New York City on Wednesday, April 14, 1954 at 2:30 P. M.

We would appreciate your attending the screening, but if for any reason you are unable to do so, please advise me not later than Tuesday morning.

It will be necessary for you to advise us within five days after the screening if you desire to negotiate for this picture.

Kindest regards.

Very truly yours,

L. H. Wurtele, Branch Manager

lhw/ab

EXHIBIT P-61.

April 8, 1954

Mr. Harold Siedenberg
Fox Theatre Bldg.
16th and Market Sts.
Philadelphia, Pa.

Dear Harold:

Please be advised that we are arranging to screen THE CAINE MUTINY in our Home Office, on the 11th floor, 729 7th Avenue, New York City on Wednesday, April 14th, 1954 at 2:30 P. M.

We would appreciate your attending the screening but if for any reason you are unable to do so, please advise me not later than Tuesday morning.

Within five days after the screening, if you wish to make an offer for first run exhibition on THE CAINE MUTINY, which is available for playdate on July 1st, please do so in writing.

Kindest regards.

Very truly yours,

L. H. Wurtele, Branch Manager

lhw/ab

EXHIBIT P-62.

Columbia Pictures Corp.
Philadelphia Office.

August 15, 1956

In connection with the offer from the Viking Theatre, Philadelphia to play SOLID GOLD CADILLAC, Mr. Jay Wren called at the office at my request, and had a discussion with Mr. Harry Weiner and myself.

He was not in a position to come up with anything definite other than what he had originally proposed, but said that he would take up the matter of a substantial guarantee on the picture with Mr. Harry Sley, and that he would advise us further concerning this.

Also, the fact that we requested that payment of any guarantee which they might be offer, if acceptable to Columbia, would be made in advance of the showing of the picture by certified check.

Subsequently, the same afternoon, Mr. Weiner communicated with Mr. Wren and learned from him that he had not as yet spoken further to Mr. Sley, and advised Mr. Wren that an offer submitted by the Mastbaum Theatre had been accepted by our Home Office, so that there was no point in discussing this further.

EXHIBIT P-63.

Columbia Pictures Corp.

Philadelphia Office
August 15, 1956

I spoke to Mr. Shapiro following the previous conversation in connection with SOLID GOLD CADILLAC, and asked that he come in the Office if it was convenient. We arranged a meeting for four o'clock that day.

At that time Mr. Shapiro met with Mr. Harry Weiner and myself and during the course of the discussion, it was evident that he was in no position to set up any reasonably close playdate on SOLID GOLD CADILLAC to be released October 11.

He was advised that such being the case, we would not wish to consider his offer, as we desired to get the picture into release as close to the release date as possible, and further pointed out to him that in view of the fact that HIGH SOCIETY might run through November and possibly into the beginning of December, that we had tentatively scheduled a picture YOU CAN'T RUN AWAY FROM IT for release around Thanksgiving, and that it might be that it would be more feasible for him to consider this picture after it was screened and he saw it, if he was interested, as the picture to follow the run of HIGH SOCIETY.

EXHIBIT P-64.

WESTERN UNION

LLY239 PD=PHILADELPHIA PENN 15 34 OPME=

HARRY WEINER, COLUMBIA PICTURES CORP=
302 NORTH 13 ST PHILA=

I HAVE BEEN ADVISED BY YOUR HOME OFFICE THAT THE DEAL ON SOLID GOLDEN CADILLAC HAS BEEN APPROVED FOR THE MASTBAUM THEATRE BEGINNING OCTOBER 10 WE ARE ADVERTISING THIS PICTURE FOR THE MASTBAUM THEATRE=

BERNIE P BROOKS STANLEY WARNER MANAGEMENT CORP=

1956 Aug 15 TM 4 17

EXHIBIT P-65.

August 17, 1956

Mr. Jay Wren
Viking Theatre Corp.
19th and Chestnut Sts.
Philadelphia, Pa.

Dear Jay:

As per our conversation in the Office and Mr. Weiner's telephone conversation with you of Wednesday, we wish to advise that we are unable to accept the offer submitted on SOLID GOLD CADILLAC for the Viking Theatre, Philadelphia.

Kindest regards.

Very truly yours,

L. H. Wurtele, Branch Manager

lhw/ab

EXHIBIT P-66(a).

Letterhead of

COLUMBIA PICTURES CORPORATION

302 N. 13 Street Philadelphia 7, Pa.

October 9, 1956

Mr. Bernie Brooks
Stanley-Warner Management Co.
Philadelphia, Pa.

Dear Bernie:

I tried to reach you by telephone today, but learned you were out. My reason for calling is the fact that Lou Astor called to my attention that the contract which was signed for the SOLID GOLD CADILLAC for the Mastbaum Theatre, Philadelphia, was made up in error insofar as the third and fourth weeks are concerned.

The terms for the third week should have been a minimum of 35%, whereas the contract was written 30%; the fourth week should have been a minimum of 30%, whereas the contract was written 25%.

Accordingly, Lou Astor is returning the contract to us, and we will have a new contract made up in keeping with the original agreement and understanding which you had with Lou Astor and ourselves.

Kindest regards—

Yours very truly

H. E. Weiner, District Manager

hew/er
cc: Mr. Lou Astor
Mr. H. H. Wurtele

EXHIBIT P-66(b).

Letterhead of

COLUMBIA PICTURES CORPORATION

302 N. 13 Street Philadelphia 7, Pa.

October 10, 1956

Mr. Bernard Brooks
Stanley-Warner Corp.
1300 Arch Street
Philadelphia, Pa.

Dear Bernie:

As per the letter you received from Harry Weiner dated October 9, I am enclosing a corrected contract for the Mastbaum Theatre, Philadelphia covering SOLID GOLD CADILLAC, in view of the typographical errors appearing in the first contract submitted.

Will you kindly sign and return this by next mail.

Kindest regards.

Very truly yours,

L. H. Wurtele, Branch Manager

lhw/ab
enc.
c.c. Mr. L. Astor
Mr. H. Weiner

COLUMBIA PICTURES CORPORATION

2—EXCHANGE COPY

BRANCH Philadelphia DATE October [illegible], 195[illegible]

SALESMAN Office-A EXHIBITOR Wm. Goldman Theatres, Inc.

SEVENTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this License:

THEATRE	TOWN AND STATE	SEATING CAPACITY	CONTRACT NUMBER
RANDOLPH	PHILADELPHIA, Pa.		1194

APP NO	TITLES	Cons No Days Run	Inc. Sat Sun	License Fee or Minimum Guaranteed Rental	SPECIAL TERMS
	PEPPY	3 wks.			First week flat percentage sliding scale with a minimum of [illegible]. Second week and third week percentage sliding scale with minimum of 35%. If played a fourth or succeeding weeks percentage sliding scale with a minimum of 25%. To be played commencing November 24 following the engagement of WHITE CHRISTMAS. IF WHITE CHRISTMAS plays the Randolph Theatre beyond November 21, PEPPY is to play the Goldman Theatre instead of the Randolph. Playdate in the Goldman Theatre to include Thanksgiving.
	Sliding Scale				
	50% if gross $11,000. or more				
	47½% if gross $9,000 up to $11,000.				
	45% if gross $7,000 up to $9,000.				
	42½% if gross $5,000 up to $7,000.				
	40% if gross $3,000 up to $5,000.				
	37½% if gross $1,000 up to $3,000.				
	35% if gross $9,000 up to $1,000.				

PLAYING ARRANGEMENT: Exhibitor agrees to play and/or pay for each picture licensed hereunder as available and in order of availability.

RUN — CLEARANCE AND ADDITIONAL PROVISIONS

Exhibitor acknowledges: that the foregoing are the number of pictures Exhibitor has determined to license hereunder from Distributor and hereby makes several and separate applications for licenses to exhibit each thereof of which Distributor may accept one or more or all thereof; that the licensing of each such picture has been separately negotiated and severally agreed upon; that Distributor did not directly or indirectly condition the granting of the license of any one or more of such pictures upon the Exhibitor agreeing to license any other such picture or pictures and; that the licensing hereunder of more than one picture is for the convenience of both Exhibitor and Distributor.

END OF SCHEDULE

IN WITNESS WHEREOF, Exhibitor has on the [illegible] day of October 195[illegible] executed this application which shall be deemed to be the License Exhibitor for the exhibition of those of the pictures, Exhibitor's applications for which are countersigned and accepted in the space to the left provided below.

Of Record

Salesman Manager

Countersigned and approved as to all applications not stamped "rejected" above.

COLUMBIA PICTURES CORPORATION

By _____
General Sales Manager

Wm. Goldman Theatres, Inc. (L. S.)
Exhibitor

By _____
(Partner, General Manager, Officer, Individual (Strike out three))

EXHIBIT P-69.

December 7, 1955

Mr. Lester Wurtele
Columbia Pictures
302 North 13th Street
Philadelphia, Pa.

Dear Lester:

In reply to your solicitation letter of November 29, 1955, inviting us to competitively negotiate for a license to exhibit first-run Philadelphia the motion picture, PICNIC, we herewith submit the following offer for the Viking Theatre:

TERMS: $27,500. minimum guarantee vs:*

The distributor's share of the gross receipts during the exhibition of PICNIC, computed cumulatively, shall be 90% of the gross receipts after deducting:

(a) $4970.19 average weekly operating expense

(b) weekly cost of shorts and news shown during the exhibition not to exceed $200. per week

(c) the cost of any additional help or overtime designed to produce additional revenue at the box office, regardless of whether such additional revenue is produced.

*Guarantee to cover the entire engagement.

PLAYING TIME: Picture will be exhibited for a minimum of three (3) weeks.

In the event that the 2nd week's gross equals or exceeds $17,500., picture will be held for a fourth week.

In the event that the 3rd week's gross equals or exceeds $15,500., picture will be held for a fifth week.

Picture to open on or about availability date.

ADVERTISING: Distributor to pay the cost of all forms of advertising, publicity and exploitation including:

(a) *Teaser, Pre-opening and First Week*—all teasor ads and first week's newspaper ads and the necessary engravings; radio and TV announcements; all lobby and front displays; marquee valance; as well as

(1) 5 painted billboards, 4 @ $220. each and 1 @ $135. each	$1015.00
(2) weekly rental of 5 painted billboards @ $10. each	50.00
(3) weekly rental of 15-24 sheet boards @ $88.70 per week	88.70
	$1153.70

(b) *Subsequent weeks*—all newspaper advertising and engravings as well as

(1) weekly rental of 5 painted boards @ $10. each	50.00
(2) weekly rental of 15-24 sheet boards @ $88.70	88.70
	$ 138.70

CLEARANCE: See attached schedule.

Kindest regards.

Sincerely,

Jay Wren

JW:jh
enc.
cc: Mr. E. London

S14-N Page 2

COLUMBIA PICTURES CORPORATION

3 — EXHIBITOR'S APPROVED COPY

BRANCH Philadelphia DATE December 8, 1955

SALESMAN Office-A EXHIBITOR Wm. Goldman Theatres, Inc

SEVENTEENTH: The following Schedule and all of the written and printed parts thereof are a part of this License:

THEATRE	TOWN AND STATE	TYPE OF EQUIPMENT	SEATING CAPACITY	CONTRACT NUMBER
RANDOLPH	PHILADELPHIA, Pa.	FULL MAGNETIC ☒ OPTICAL ONLY ☐		6765

LICENSE AGREEMENT FOR CINEMASCOPE PICTURES

APP NO.	TITLES	Cons No Days Run	Inc Sat Sun	License Fee or Minimum Guaranteed Rental	SPECIAL TERMS
✓	PICNIC				
	To be played a minimum of six weeks and the engagement not to be cancelled after the sixth week except by mutual consent. The distributor is to receive 70% of the box office receipts excluding admission taxes and the exhibitor is to receive 30% of the box office receipts excluding admission taxes for each week of the engagement. In addition, the distributor's share of the gross receipts is to be a minimum of 70% for the first week, a minimum of 40% for the second week, a minimum of 30% for the third week, a minimum of 30% for the fourth week, and a minimum of 30% for the fifth and the sixth week. The exhibitor's share for each week shall not be less than				
	A. $9500.00 plus				
	B. 10% of the box office receipts excluding admission taxes, subject however, to the weekly minimum percentage terms stipulated above.				
	The distributor is to pay the cost of advertising including special theatre front, newspaper radio and television advertising for each week. The amount of such advertising costs to be designated by distributor. To play commencing February 22, 1956.				

PLAYING ARRANGEMENT: Exhibitor agrees to play and/or pay for each picture licensed hereunder as available and in order of availability.

RUN — CLEARANCE AND ADDITIONAL PROVISIONS

Usual first run clearance.

Exhibitor acknowledges that special equipment is required to properly exhibit the picture and, accordingly, same will be exhibited on a screen of "Cinemascope" proportions; that proper booth equipment including anamorphic projection attachments and equipment for reproducing sound by one of the following methods: Full magnetic stereophonic sound, or regular photographic optical sound; and that Exhibitor will have all necessary rights and licenses therefore.

Exhibitor acknowledges: that the foregoing are the number of pictures Exhibitor has determined to license hereunder from Distributor and hereby makes several and separate applications for licenses to exhibit each thereof of which Distributor may accept one or more or all thereof; that the licensing of each such picture has been separately negotiated and severally agreed upon; that Distributor did not directly or indirectly condition the granting of the license of any one or more of such pictures upon the Exhibitor agreeing to license any other such picture or pictures and; that the licensing hereunder of more than one picture is for the convenience of both Exhibitor and Distributor.

END OF SCHEDULE

IN WITNESS WHEREOF Exhibitor has, on the 8th day of December 19 55 executed this application which shall be deemed to be the License to Exhibitor for the Exhibition of those of the pictures, Exhibitor's applications for which are countersigned and accepted in the space to the left provided below.

Office-A
Salesman

Manager

Wm. Goldman Theatres (L. S.)
Exhibitor

Countersigned and approved as to all applications not stamped "rejected" above.
COLUMBIA PICTURES CORPORATION

By
General Sales Manager

By
Partner, General Manager, Officer, Individual (Strike out three)

2-2-2

KING
EATRE CORPORATION

2 CHESTNUT STREET AT NINETEENTH · · · PHILADELPHIA 1, PENNSYLVANIA

LOcust 7-2800

OCTOBER 5, 1954.

MR. MORT MAGILL
UNITED ARTISTS CORPORATION
1322 VINE STREET.,
PHILADELPHIA., PA.

DEAR MR. MAGILL:

FOLLOWING IS THE VIKING THEATRE'S OFFERING FOR "THE BAREFOOT CONTESSA".

PLAYING TIME: -- DECEMBER

TERMS: -- GUARANTEE $40,000.00.

FIRST 5 WEEKS 50% OF THE GROSS, AND 40% THEREAFTER. PICTURE WILL BE PLAYED UNTIL GROSS FALLS BELOW $8500.00 PER WEEK. CANCELLATION WILL BECOME EFFECTIVE THE FOLLOWING WEEK.

SINCERELY,
Herman Comer
HERMAN COMER
GENERAL MANAGER.

P.S. ADVERTISING TO BE DISCUSSED.

143 [redacted]

Form [illegible] 300M 2/54 Printed in U.S.A.

BRANCH	No.
Philadelphia	
SALESMAN	No.
Mark Hagill	107

PAGE 2

United Artists Corporation

APPLICATION & CONTRACT FOR

(1) White—H. O. Copy (2) Pink—Producer's Copy
(3) Blue—Exchange Copy (4) Canary—Exhibitor's Copy
(5) Salmon—Exchange Follow-up Copy (6) Green—Accounting Copy

Dated 10/12/54

PRODUCTIONS

A

The following SCHEDULE and all the written and printed parts thereof are a part of these licenses:

SCHEDULE

Theatre Midtown Owner Wm. Goldman

Address Zone 1 Run 1

Town and State Phila. Pa.

Pict. No.	TITLE OF PICTURE (Subject to Change)	No. Consecutive Days	Days of Week	FLAT LICENSE FEE	PERCENTAGE	GUARANTEE AND PERCENTAGE	KIND
1 Shot	BAREFOOT C[illegible]	10 weeks Terms for 1st 4 wks. minimum of 50% Terms for 2nd 4 wks. minimum of 40% Terms for 9th & 10th wks. minimum of 35% Any additional days sliding scale 25-65%					
					SLIDING SCALE: 65% -	$33,000. or more	
					62½% -	30,000.	
					60% -	27,000.	
					57½% -	25,000.	
					55% -	23,000.	
					52½% -	21,500.	
					50% -	20,000.	
					47½% -	18,500.	
					45% -	17,000.	
					42½% -	15,500.	
					40% -	14,000.	
					37½% -	13,000.	
					35% -	12,000.	
					32½% -	11,000.	
					30% -	10,000.	
					27½% -	9,000.	

Special Arrangements

28 days clearance from last date of any [illegible] over all theatres in Phila. including the following counties 25% less than $9,000. with the exception of 2nd run Central City Theatres which is 7 days, and the Palace which is 7 days. PENNSYLVANIA: DELAWARE COUNTY: with the exception of Chester, which is to play 14 days following the 1st run Phila. engagement. CHESTER COUNTY: MONTGOMERY COUNTY: Norristown to play 14 days after 1st run Phila. BUCKS COUNTY: NEW JERSEY: CAMDEN COUNTY: with the exception of Camden, which is to play 14 days following the last date of 1st run Phila. engagement. Pottstown plays 7 days after 1st run Phila. Book in.

The Exhibitor agrees to adhere in its advertising and publicity to the instructions issued to the Exhibitor by the Distributor.

The Distributor and Exhibitor agree that the above motion pictures are included in one contract form for convenience only, but that as a matter of substance the application for each picture specified in the Schedule is separate and distinct from the application for any other picture specified in the schedule and each application shall be treated as though it were in no other application by the Distributor and may be accepted or rejected without reference to the accepting or rejecting of any other picture, and that each application signed is a separate contract as to the particular picture concerned, and this instrument if accepted is to be construed as creating for each picture contracted for a separate contract containing the terms and conditions as are in this instrument contained as though there had been such a separate instrument between Distributor and Exhibitor for which a contract is herein made.

IN WITNESS WHEREOF, the Exhibitor has on the 12th day of Oct. 19 54 executed this application, which upon acceptance by the Distributor at the home office in New York City by its officers hereon the facsimile or perforated or written signature of a person authorized to sign this contract, and delivery to the Exhibitor of a duplicate copy thereof, shall constitute a contract of license for the exhibition of the motion picture specified in the schedule, but only at the theatre and on the dates specified herein and in accordance with the terms and conditions hereof.

Exhibitor [signature] L. S. Lessee / Owner / Operator (Strike out two)

By [signature] An Individual — A Partnership — A Corporation (Strike out two)

Partner — General Manager — Officer (Strike out two)

ACCEPTED at New York, N. Y.

UNITED ARTISTS CORPORATION

DATE

BY

END OF CONTRACT

Form E2300—2000-9/54-Printed in U.S.A.

BRANCH	No.
Philadelphia	
SALESMAN	No.
Gene Zaniok	103

PAGE 2

1—White—H. O. Copy 4—Canary—Exhibitor's Copy
2—Pink—Producer's Copy 5—Salmon—Exchange Follow-Up Copy
3—Blue—Exchange Copy 6—Green—Application Copy

United Artists Corporation
APPLICATION & CONTRACT
FOR

Dated 1/5/55

PRODUCTIONS

A

The following SCHEDULE and all the written and printed parts thereof are a part of these licenses:

SCHEDULE

Theatre Midtown Owner Mr. Goldman

Address Zone Run 1

Town and State Phila. Pa.

Pict No.	TITLE OF PICTURE (Subject to Change)	No. Consecutive Days	Days of Week	FLAT LICENSE FEE	PERCENTAGE	GUARANTEE AND PERCENTAGE	KIND
5449	ROMEO & JULIET	4 week commitment				SLIDING SCALE	
		Terms 1st wk. 40-65-35				65% - $31,000. or more	
		" 2nd wk. 40-65-35				62½% - 30,000.	
		" 3rd wk. 40-65-35				60% - 27,000.	
		" 4th wk. 35-65-35				~~57½% - 25,000.~~	
		" 5th wk. 35-65-35				55% - 23,000.	
		" 6th wk. 35-65-35				52½% - 21,500.	
						50% - 20,000.	
	If picture grosses $10,000.00 5th week					47½% - 18,500.	
	picture will be held 7th week					45% - 17,000.	
						42½% - 15,500.	
						40% - 14,000.	
						37½% - 13,000.	
						35% - 12,000.	
						32½% - 11,000.	
						~~30% - 10,000.~~	
						27½% - 9,000.	
						25% - Less than $9,000.	

Special Arrangements

28 days clearance from last date of engagement over all theatres in Phila. inc. the following counties with the exception of 2nd run Central City Theatres which is 7 days & the Palace which is 21 days. PENNSYLVANIA: DELAWARE COUNTY: with the exception of Chester which is to play 14 days following the 1st run Phila. engagement. CHESTER COUNTY: MONTGOMER COUNTY, excluding Pottstown, Norristown is to play 14 days after 1st run Phila. BUCKS COUNTY: NEW JERSEY: CAMDEN COUNTY: with the exception of Camden which is to play 14 days following the last date of 1st run Phila. engagement.
rh

The Exhibitor agrees to adhere in its advertising and publicity to the instructions issued to the Exhibitor by the Distributor.

The Distributor and Exhibitor agree that the above motion pictures are included in one contract form for convenience only, but that as a matter of substance the application for each picture specified in the Schedule is separate and distinct from the application for any other picture specified in the schedule and each application shall be treated as distinct from any other application by the Distributor and may be accepted or rejected without reference to the accepting or rejecting of any other picture, and that each application accepted is a separate contract as to the particular picture concerned, and this instrument if accepted is to be construed as creating for each picture contracted for a separate contract containing the terms and conditions as are in this instrument contained as though there had been such a separate instrument between Distributor and Exhibitor for each picture for which a contract is herein made.

IN WITNESS WHEREOF, the Exhibitor has on the 5th day of January 19 55, executed this application, which upon acceptance by the Distributor at his home office in New York City by its affixing hereto the facsimile perforated or written signature of a person authorized to sign this contract, and delivery to the Exhibitor of a duplicate copy thereof, shall constitute a contract of license for the exhibition of the motion picure specified in the schedule, but only at the theatre and on the dates specified herein and in accordance with the terms and conditions hereof.

Exhibitor (An Individual — A Partnership — A Corporation) (Strike out two)

By (Member — General Manager — Officer) (Strike out two)

L. S. Lesser
Owner
Operator
(Strike out two)

ACCEPTED at New York, N. Y.

UNITED ARTISTS CORPORATION

DATE

BY

END OF CONTRACT

FORM 7420 (1954) 14
PRINTED IN U.S.A.

PAGE 2

White - H. O. Copy 4 - Canary Exhibitor Contract Copy
Pink - Producer's Copy 5 - Green Exchange Copy
Blue - Exchange Copy 6 - Gold Rod Exhibitor's Bid Copy

UNITED ARTISTS CORPORATION

Competitive Bid

APPLICATION & CONTRACT

Branch Philadelphia

Dated 7/5/55

FOR

[ ]

558 SUBURBAN

PICTURE

DIRECTIONS

1. Insert all terms of your bid.
2. It is imperative that the PLAY DATE SPACE be filled in so that the Producer can properly appraise this bid. If the exact availability is unknown, an approximate playdate is to be given, or you should specify the maximum number of days after the availability date that the picture will play. We will notify you when this date is set.
3. Execute where indicated below.
4. All bids must be received by 7/12/55 5:00 P.M.
5. Retain last copy and return all other copies in envelope enclosed.

NOTE—Distributor reserves the right to reject all bids received.

In the event that the above picture is awarded to any exhibitor as a result of bids submitted pursuant to this invitation, then the bid which has been accepted will be available for inspection to all who have submitted bids, which have not been accepted, for a period of 7 days commencing from the date of notification to you that an award has been made.

The following SCHEDULE and all written and printed parts thereof are a part of this License, for the above entitled motion picture.

SCHEDULE

Theatre Viking (First Run Philadelphia) Run or Availability 8/3/55
(Specify for which theatre you are bidding)

Owner R. Blay

Address

Town and State Phila. Pa. Zone

BID OF EXHIBITOR

1. Film Rental $2,500. minimum guarantee vs: 90 - 10% or a Run terms of 4/7 - 3 wks.
(Flat, Percentage or [illegible])
2. Number consecutive days 28 - if the 1st week's gross equals or exceeds $ [illegible] wk 1 to be held for a 4th week. If this week's gross exceeds $ [illegible] picture will be held for a 5th week.
3. Days of week
4. Actual playdates or length of time, including preferred playing time, if any, after availability picture will be exhibited to your belt or availability.
5. Amount, if any, exhibitor intends to spend on advertising Distributor to do all advertising; exhibitor to pay one-half of newspaper ads run in Inquirer; all theatre cost announcements; 4 printed billboard boards and paste as well as [illegible] inserts and cards; theatre to pay all post office, wire & telephone, etc.
6. Other terms
7. Clearance desired 14 days - Suburbs

The Exhibitor agrees to adhere in its advertising and publicity to the instructions issued to the Exhibitor by the Distributor.

IN WITNESS WHEREOF, the Exhibitor has on the 5th day of July 19 55 executed this competitive bid application, which upon approval by the producer where it has right of approval of the above entitled motion picture and acceptance by the Distributor at its home office in New York City, U.S.A. evidenced by affixing hereto the facsimile or perforated or written signature of a person authorized to sign this application and contract on behalf of the Distributor, a contract thereof shall constitute a contract of license for the exhibition of the motion picture specified in the schedule, but only at the theatre and on the date(s) specified herein and in accordance with the terms and conditions hereof, and no deviation from the stipulated terms will be permitted.

Dated the ..... day of ..... 19....

Exhibitor [illegible]
An Individual / A Partnership / A Corporation
(Strike out two)

L. S.

[illegible]
(owner / operator) (strike out two)

ACCEPTED at New York, N. Y.
UNITED ARTISTS CORPORATION

By .....
Partner — General Manager — Officer
(Strike out two)

By .....
Person authorized to sign

END OF CONTRACT

CLEARANCE SCHEDULE for SUBSEQUENT bid dated July 12, 1955:

20 clear days clearance from last day of engagement over all theatres in Philadelphia, including the following counties with the exception of the Palace, which is 21 days.

PENNSYLVANIA:

DELAWARE COUNTY: with the exception of Chester which is to play 14 clear days from last day of 1st run Philadelphia engagement.

CHESTER COUNTY: with the exception of Coatesville and West Chester, which are to play 14 days from last day of 1st run Philadelphia.

MONTGOMERY COUNTY: with the exception of Pottstown and Norristown, to play 21 clear days from last day of 1st run Philadelphia.

BUCKS COUNTY

NEW JERSEY

CAMDEN COUNTY: with the exception of Camden, which is to play 14 clear days from last day of 1st run Philadelphia engagement.

BURLINGTON COUNTY

MERCER COUNTY

GLOUCESTER COUNTY

Form 120B—200M—9/54 Printed in U.S.A.

BRANCH	No.
Philadelphia	
SALESMAN	No.
Gene Juntek	103

PAGE 2

United Artists Corporation

APPLICATION & CONTRACT FOR

1—White—H. O. Copy
2—Pink—Producer's Copy
3—Buff—Exchange Copy
4—Canary—Exhibitor's Copy
5—Salmon—Exchange Follow-Up Copy
6—Green—Application Copy

Dated

PRODUCTIONS

A

The following SCHEDULE and all the written and printed parts thereof are a part of these licenses:

SCHEDULE

Theatre Randolph Owner M. Goldman

Address Zone Run 1

Town and State Phila. Pa.

Pict No	TITLE OF PICTURE (Subject to Change)	No. Consecutive Days	Days of Week	FLAT LICENSE FEE	PERCENTAGE	GUARANTEE AND PERCENTAGE	K N O
5521	SUMMERTIME	8 weeks 1st wk. 2nd wk. 3rd wk.			50% 40-50% 40-50%		
					Terms for subsequent 5 weeks, 25-50		
					STATIONS SCALE:		
					25% if less than	13,000.	
					27½% " gross reaches	13,000. up to 15,000.	
					30% " "	15,000. " " 17,000.	
					32½% " "	17,000. " " 19,000.	
					35% " "	19,000. " " 21,000.	
					37½% " "	21,000. " " 23,000.	
					40% " "	23,000. " " 25,000.	
					42½% " "	25,000. " " 27,000.	
					45% " "	27,000 " " 29,000.	
					47½% " "	29,000. " " 1,000.	
					50% " " more than	31,000.	

Special Arrangements

28 days clearance from last date of engagement overall theatres in Phila. inc. the following counties with the exception of 2nd run Central City Theatres which is 7 days & the Palace which is 21 days. PENNSYLVANIA: DELAWARE COUNTY: with the exception of Chester which is to play 14 days following the 1st run Phila. engagement. CHESTER COUNTY: MONTGOMERY COUNTY, excluding Pottstown. Norristown is to play 14 days after 1st run Phila. BUCKS COUNTY: NEW JERSEY: CAMDEN COUNTY with the exception of Camden which is to play 14 days following the last date of 1st run Phila. engagement.

Exhibitor agrees to adhere in its advertising and publicity to the instructions issued by the Distributor.

The Distributor and Exhibitor agree that the above motion pictures are included in one contract form for convenience only, but that as a matter of substance the application for each picture specified in the Schedule is separate and distinct from the application for any other picture specified in the schedule and each application shall be treated as distinct from any other application by the Distributor and may be accepted or rejected without reference to the accepting or rejecting of any other picture, and that each application accepted is a separate contract as to the particular picture concerned, and this instrument if accepted is to be construed as creating for each picture contracted for a separate contract containing the terms and conditions as are in this instrument contained as though there had been such a separate instrument between Distributor and Exhibitor for each picture for which a contract is herein made.

IN WITNESS WHEREOF, the Exhibitor has on the 19th day of July 19 55 executed this application, which upon acceptance by the Distributor at its home office in New York City by its affixing hereto the facsimile perforated or signature of a person authorized to sign this contract, and delivery to the Exhibitor of a duplicate copy thereof, shall constitute a contract of license for the exhibition of the motion picture specified in the schedule, but only at the theatre and on the dates specified herein and in accordance with the terms and conditions hereof.

Exhibitor

An Individual — A Partnership — A Corporation
(Strike out two)

By

Partner — General Manager — Officer
(Strike out two)

L. S. Lessee
Owner
Operator
(Strike out two)

ACCEPTED at New York, N. Y.

UNITED ARTISTS CORPORATION

DATE

BY

END OF CONTRACT

OFFICE RUSHGRAM

To [illegible] - [illegible]

From [illegible] - PHILA. Date JULY 14, 1955

Re: [illegible]
Viking Theatre, Phila. Pa.
Arcadia Theatre " "
World Theatre " "

Attached final bids on [illegible] first-run Philadelphia, plus copy of bid from World Theatre.

~~No recommendations.~~ Recommend rejection and we will negotiate locally.

GT:mrn

United Artists Corporation

729 SEVENTH AVE
NEW YORK

TELEPHONE CIRCLE 5-8000

RECEIVED
JUL 1 ...
UNITED ARTISTS CORPORATION

July 15, 1955

Mr. G. Tunick
Philadelphia Exchange

Re: B I D S
Philadelphia, Pa., 1st run
SUBSEQUENT

Dear Gene:

We are returning attached hereto rejected your copies of the bid deals which have been submitted for SUBSEQUENT by the Viking, Arcadia and World Theatres, Philadelphia, Pa., first run.

Please negotiate locally for the sale of the picture in this situation.

Kindest regards.

Sincerely,

John J. Hughes

JJH:C
cc: Messrs Cohen
Turner

FORM S-81A REV. – SEW DATE – 1/56
PRINTED IN U.S.A.

UNITED ARTISTS CORPORATION

BRANCH Philadelphia

CONTRACT CHANGE REPORT

9/9/55

TOWN AND STATE	THEATRE	SALESMAN	NO.
Philadelphia	Randolph	Gene Tunick	103
NAME OF OWNER		ZONE RUN	BLOCK
Wm. Goldman			A

DATE SOLD	PLAY DATE	PICTURE Code No.	PICTURE TITLE	ORIGINAL TERMS No. Days	ORIGINAL TERMS Amount	AMOUNT REMAINING No. Days	AMOUNT REMAINING Amount	CHANGE ADDITION Amount	CHANGE ADDITION No. of Days	CHANGE ADDITION Count	CHANGE DEDUCTION Amount	CHANGE DEDUCTION No. of Days	CHANGE DEDUCTION Count
8/1/55	8/2 Prev. 8/3-9/55 8/9-16/55 8/16-23/55	5521	SUPERMAN	8 wks.		4 weeks 1st wk. 50% 2nd wk. 40-50/55 Terms for last 5 wks. 25-50/55							

The above engagement was terminated at the end of the 4th wk.

Gross receipts listed below:

1st wk.	Previews 8/2 - 8/3 to noon 8/9	23,088.00
2nd wk.	8/9 to noon 8/16	13,656.00
3rd wk.	Noon to closing 8/16 to 8/23 to noon	8,978.00
4th wk.	Noon to closing 8/23 to 8/30 to noon	8,056.00

Please alter the contract as outlined.

EVZ:rbb

RECAP OF ENGAGEMENT – FILL IN ONLY IF ADJUSTMENT REQUESTED

	BRANCH MANAGER'S COMMENTS
GROSS	
FILM RENTAL AT ORIG TERMS	
SECOND FEATURE	
TITLE	
COST	
HOUSE EXPENSE	
COST PER UNIT	
TOTAL HOUSE EXPENSE	
TOTAL EXPENSES	
PROFIT OR LOSS – TYPE LOSS IN RED	
U. A. SHARE OF ADVERTISING, IF ANY	

BRANCH MANAGER H. O. CONTRACT MANAGER ENTERED

EXCH. ACCEPTANCE

GENE TUNICK 103

NOTICE TO PRODUCER

UNLESS WRITTEN APPROVAL OR REJECTION OF THE MATTERS CONTAINED IN THIS FORM IS RECEIVED FROM YOU BY THE REPRESENTATIVE OF UNITED ARTISTS AUTHORIZED TO RECEIVE SAME WITHIN FIVE DAYS AFTER DELIVERY OF THIS FORM TO YOU, THEN YOUR APPROVAL WILL BE DEEMED AUTOMATIC

FORM C-U-I-A-7006 (8672)-1/57
PRINTED IN U. S. A.
275

UNITED ARTISTS CORPORATION

CONTRACT CHANGE REPORT

BRANCH	
Philadelphia	
DATE	
4/26/58	

TOWN AND STATE	THEATRE	SALESMAN	NO.
Phila., Pa.	Midtown	Stanley Kositsky	104
NAME OF OWNER		ZONE / RUN	BLOCK
Wm. Goldman Theatres			A

DATE SOLD	PLAY DATE	PICTURE Code No.	PICTURE TITLE	ORIGINAL TERMS No. Days	ORIGINAL TERMS Amount	AMOUNT REMAINING No. Days	AMOUNT REMAINING Amount	CHANGE ADDITION Amount	CHANGE ADDITION Kind	CHANGE ADDITION Count	CHANGE DEDUCTION Amount	CHANGE DEDUCTION Kind	CHANGE DEDUCTION Count
1/5/55	5/17-26	5449	ROMEO AND JULIET		1st wk. 50-65/35		25-65/35				25%		
					(404).23)		(2021.61)				(2021.61)		
					3 dys								
					2nd wk. 40-65/35		25-65/35				15%		
					(1074.54)		(671.59)				(402.95)		

RECAP OF ENGAGEMENT – FILL IN ONLY IF ADJUSTMENT REQUESTED.

GROSS	1st. wk. 8086.45 3 dys 2nd wk. 2686.35	
FILM RENTAL AT ORIG. TERMS	8043.23 1074.54	1st wk. 3 dys 2nd wk.
SECOND FEATURE		
TITLE		
COST		
HOUSE EXPENSE		
COST PER UNIT		
TOTAL HOUSE EXPENSE		
TOTAL EXPENSES		
PROFIT OR LOSS · TYPE LOSS IN RED		
U. A. SHARE OF ADVERTISING, IF ANY		

BRANCH MANAGER'S COMMENTS

This is per discussion between Mr. Valdo and Mr. Tunick.

EVZ:ml

BRANCH MANAGER	H. O. CONTRACT MANAGER	ENTERED	EXCH. ACCEPTANCE
ALEX KOSITSKY 104			

NOTICE TO PRODUCER

UNLESS WRITTEN APPROVAL OR REJECTION OF THE MATTERS CONTAINED IN THIS FORM IS RECEIVED FROM YOU BY THE REPRESENTATIVE OF UNITED ARTISTS AUTHORIZED TO RECEIVE SAME, WITHIN FIVE DAYS AFTER DELIVERY OF THIS FORM TO YOU, THEN YOUR APPROVAL WILL BE DEEMED AUTOMATIC.

DATE DELIVERED TO PRODUCER'S REPRESENTATIVE

UNITED ARTISTS CORPORATION

CONTRACT CHANGE REPORT

BRANCH	Philadelphia
DATE	8/30/55

TOWN AND STATE	THEATRE	SALESMAN	NO.
Philadelphia, Pa.	Midtown	J. Rosansky	[redacted] 104
NAME OF OWNER		ZONE / RUN	BLOCK
Goldman Theatres		1	4

SOLD	PLAY DATE	No. Wks	PICTURE TITLE	ORIGINAL TERMS %	ORIGINAL TERMS Amount	AMOUNT REMAINING No. Days	AMOUNT REMAINING Amount	CHANGE ADDITION Amount	CHANGE ADDITION Kind	CHANGE ADDITION Count	CHANGE DEDUCTION Amount	CHANGE DEDUCTION Kind	CHANGE DEDUCTION Count
/17/55	9/14-20/55 3rd week	552/	NIGHT OF [illegible]	7	25-50/65	7	20%				5%		
					(1438.22)		(1150.57)				(287.65)		

DUPLICATE

RECAP OF ENGAGEMENT - FILL IN ONLY IF ADJUSTMENT REQUESTED.

GROSS	5752.86
FILM RENTAL AT ORIG TERMS	1438.22
SECOND FEATURE	
TITLE	
CO.	
HOUSE EXPENSE	
COST PER UNIT	
TOTAL HOUSE EXPENSE	
TOTAL EXPENSES	
PROFIT OR LOSS - TYPE LOSS IN RED	
U. A. SHARE OF ADVERTISING, IF ANY	

BRANCH MANAGER'S COMMENTS

As recommended and discussed between Mr. Tanick and Mr. Velde.

VT:nl

BRANCH MANAGER | H.O. CONTRACT MANAGER | ENTERED

EXCH. ACCEPTANCE

STANLEY ESCITNEY 104

NOTICE TO PRODUCER

DATE DELIVERED TO PRODUCER'S REPRESENTATIVE

UNLESS WRITTEN APPROVAL OR REJECTION OF THE MATTERS CONTAINED IN THIS FORM IS RECEIVED FROM YOU BY THE REPRESENTATIVE OF UNITED ARTISTS AUTHORIZED TO RECEIVE SAME, WITHIN FIVE DAYS AFTER DELIVERY OF THIS FORM TO YOU, THEN YOUR APPROVAL WILL BE DEEMED AUTOMATIC.

United Artists Corporation
1322 Vine Street
[redacted]
PHILADELPHIA 7, PA.
Telephone [redacted]
RI 609500

September 24, 1955

Mr. Jay Wren
Viking Theatre
19th & Chestnut Sts.
Phila. Pa.

Re: Viking (Theatre) Phila. Pa. (Town)

Dear Sir:

This is to advise you that your bid on GENTLEMEN MARRY BRUNETTES has been rejected and the picture has been awarded by the producer to your competitor, the Stanley Theatre, Phila.

We want to thank you very much for your interest in this subject.

Kind regards.

Sincerely yours,

Gene Tunick

GENE TUNICK
Branch Manager

GT:mrn

PAGE 2

1 - White - H. O. Copy 4 - Canary - Exhibitor's Contract Copy
2 - Pink - Producer's Copy 5 - Green - Exchange Bid Copy
3 - Blue - Exchange Copy 6 - Old. Rod - Exhibitor's Bid Copy

UNITED ARTISTS CORPORATION

Competitive Bid

APPLICATION & CONTRACT

FOR

Branch Phila. Dated 9/2/55

GENTLEMEN MARRY BRUNETTES

PICTURE

DIRECTIONS

1. Insert all terms of your bid.
2. It is imperative that the PLAY DATE SPACE be filled in so that the Producer can properly appraise this bid. If the exact availability is unknown, an approximate playdate is to be given, or you should specify the maximum number of days after the availability date that the picture will play. We will notify you when this date is set.
3. Execute where indicated below.
4. All bids must be received by 9/8/55 5 P.M.
5. Retain last copy and return all other copies in envelope enclosed.

NOTE—Distributor reserves the right to reject all bids received.

In the event that the above picture is awarded to any exhibitor as a result of bids submitted pursuant to this invitation, then the bid which has been accepted will be available for inspection to all who have submitted bids, which have not been accepted, for a period of 7 days commencing from the date of notification to you that an award has been made.

The following SCHEDULE and all written and printed parts thereof are a part of this License, for the above entitled motion picture.

SCHEDULE

Theatre Viking (Specify for which theatre you are bidding) Run or Availability 10/5/55

Owner H. Sley

Address

Town and State Phila. Pa. Zone

BID OF EXHIBITOR

1. Film Rental See attached rider (Flat, Percentage or Guarantee and Percentage)
2. Number consecutive days Two (2) weeks if the picture is made available on or before September 22nd.
3. Days of week If second week's gross equals or exceeds $30,000., picture will
4. Actual playdates or length of time including be held for a third week. preferred playing time, if any, after availability picture will be exhibited
5. Amount, if any, exhibitor intends to spend on advertising See attached rider
6. Other terms
7. Clearance desired See attached schedule

Exhibitor agrees to adhere in its advertising and publicity to the instructions issued to the Exhibitor by the Distributor.

IN WITNESS WHEREOF, the Exhibitor has on the [illegible] day of [illegible] 19 55 executed this competitive bid application, which upon approval by the producer where it has right of approval of the above entitled motion picture and upon approval by the Distributor at his home office in New York City by its affixation hereto the facsimile or perforated or written signature of a person authorized to sign this application and contract and delivery to the Exhibitor of a duplicate copy thereof shall constitute a contract of license for the exhibition of the motion picture specified in the schedule, but only at the theatre and on the dates specified herein in accordance with the terms and conditions hereof, and no deviation from the stipulated terms will be permitted.

at the .....day of .....19....

ACCEPTED at New York, N. Y.
UNITED ARTISTS CORPORATION

.....
Person authorized to sign

Exhibitor [illegible] Theatre Corp. L. S.
An Individual — A Partnership — A Corporation (Strike out two)
Lessee Owner Operator (Strike out two)

By.....
Partner — General Manager — Officer (Strike out two)

END OF CONTRACT

EXHIBITOR'S BID COPY

Rider of [illegible] bid due [illegible]ber 6, 1955

FILM RENTAL: The distributor's share of the gross receipts for any week, computed separately and not cumulatively, shall be 90% of the gross receipts after deducting:

(a) $2,970.19 weekly operating expense

(b) cost of news and shorts shown during the exhibition not to exceed $150. per week

(c) cost of any additional help or rental.

ADVERTISING: Distributor to pay the entire cost of all forms of advertising, publicity and exploitation and all costs during the engagement. This includes rental and painting of 4 centrally located billboards and rental of 15 centrally located 3 sheet boards.

CLEARANCE

clear days clearance from last day of engagement over all theatres in Philadelphia, including the following counties with the exception of the Palace, which is 21 days.

VANIA

COUNTY : with the exception of Chester which is to play 14 clear days from last day of 1st run Philadelphia engagement.

COUNTY: with the exception of Coatesville and West Chester, which are to play 14 days from last day of 1st run Philadelphia.

COUNTY: with the exception of Pottstown and Norristown, to play 21 clear days from last day of 1st run Philadelphia.

COUNTY

J

COUNTY: with the exception of Camden, which is to play 14 clear days from last day of 1st run Philadelphia engagement.

COUNTY

COUNTY

COUNTY

Exhibit 1-88

157

FORM EXH-100M-6/54
PRINTED IN U.S.A.

1 - White - H. O. Copy 4 - Canary - Exhibitor's Contract Copy
2 - Pink - Producer's Copy 5 - Green - Exchange Bid Copy
3 - Blue - Exchange Copy 6 - Gold Rod - Exhibitor's Bid Copy

UNITED ARTISTS CORPORATION

Competitive Bid

APPLICATION & CONTRACT

FOR

Branch Phila. Dated 9/1/55

5531 GENTLEMEN MARRY BRUNETTES
PICTURE

DIRECTIONS

1. Insert all terms of your bid.
2. It is imperative that the PLAY DATE SPACE be filled in so that the Producer can properly apprise this bid. If the exact availability is unknown, an approximate playdate is to be given, or you should specify the maximum number of days after the availability date that the picture will play. We will notify you when this date is set.
3. Execute where indicated below.
4. All bids must be received by 9/8/55 5 P.M.
5. Retain last copy and return all other copies in envelope enclosed.

NOTE—Distributor reserves the right to reject all bids received.
In the event that the above picture is awarded to any exhibitor as a result of bids submitted pursuant to this invitation, then the bid which has been accepted will be available for inspection to all who have submitted bids, which have not been accepted, for a period of 7 days commencing from the date of notification to you that an award has been made.

The following SCHEDULE and all written and printed parts thereof are a part of this License, for the above entitled motion picture.

SCHEDULE

Theatre Stanley (Specify for which theatre you are bidding) Run or Availability 10/5/55

Owner Stanley-Warner Mgt. Corp.

Address [redacted]

Town and State Phila. Pa. Zone

BID OF EXHIBITOR

1. Film Rental (Flat, Percentage or Guarantee and Percentage) 1st week: 40% scaled to 50% - 2nd week: 35% scaled to 50% and for any playing time beyond the second week, a percentage of the net box office receipts in accordance with the attached sliding scale of percentages. We will play the picture for a third week if the picture in the first week grosses $20,000.00 and we will play the picture for a 4th week if the picture in the 2nd week grosses $16,000.00 or more.
2. Number consecutive days MINIMUM 2 WEEKS
3. Days of week
4. Actual playdates or length of time, including preferred playing time, if any, after availability picture will be exhibited
5. Amount, if any, exhibitor intends to spend on advertising Will spend usual amount and expect to participate with distributor on co-op basis.
6. Other terms
7. Clearance desired See Attached.

The Exhibitor agrees to adhere in its advertising and publicity to the instructions issued to the Exhibitor by the Distributor.

IN WITNESS WHEREOF, the Exhibitor has on the 1st day of Sept. 1955, executed this competitive bid application, which upon approval by the producer where it has right of approval of the above entitled motion picture and acceptance by the Distributor at its home office in New York City is to affix hereto the facsimile or perforated or written signature of a person authorized to sign this application and contract and delivery to the Exhibitor of a duplicate copy thereof shall constitute a contract of license for the exhibition of the motion picture specified in the schedule, but only at the theatre and on the dates specified herein and in accordance with the terms and conditions hereof, and no deviation from the stipulated terms will be permitted.

Dated the ..... day of ....., 19....

ACCEPTED at New York, N. Y.
UNITED ARTISTS CORPORATION

By .....
Person authorized to sign

Exhibitor [redacted] CORP. S.
An Individual — A Partnership — A Corporation (Strike out two)

By .....
Partner — General Manager — Officer (Strike out two)

Lessee Owner Operator (Strike out two)

END OF CONTRACT

PRODUCER'S COPY

STANLEY THEATRE

"GENTLEMEN MARRY BRUNETTES"

50%	if gross exceeds		$34,500.
47½%	" "	is from $31,675. to	$34,499.
45%	" " " "	$28,850. to	$31,674.
42½%	" " " "	$26,975. to	$28,849.
40%	" " " "	$25,100. to	$26,974.
37½%	" " " "	$23,650. to	$25,099.
35%	" " " "	$22,200. to	$23,649.
32½%	" " " "	$21,000. to	$22,199.
30%	" " " "	$19,800. to	$20,999.
27½%	" " " "	$17,500. to	$19,799.
25%	" " " "	$16,000. to	$17,499.